

BRICKTOWN

Streets Master Plan 2026

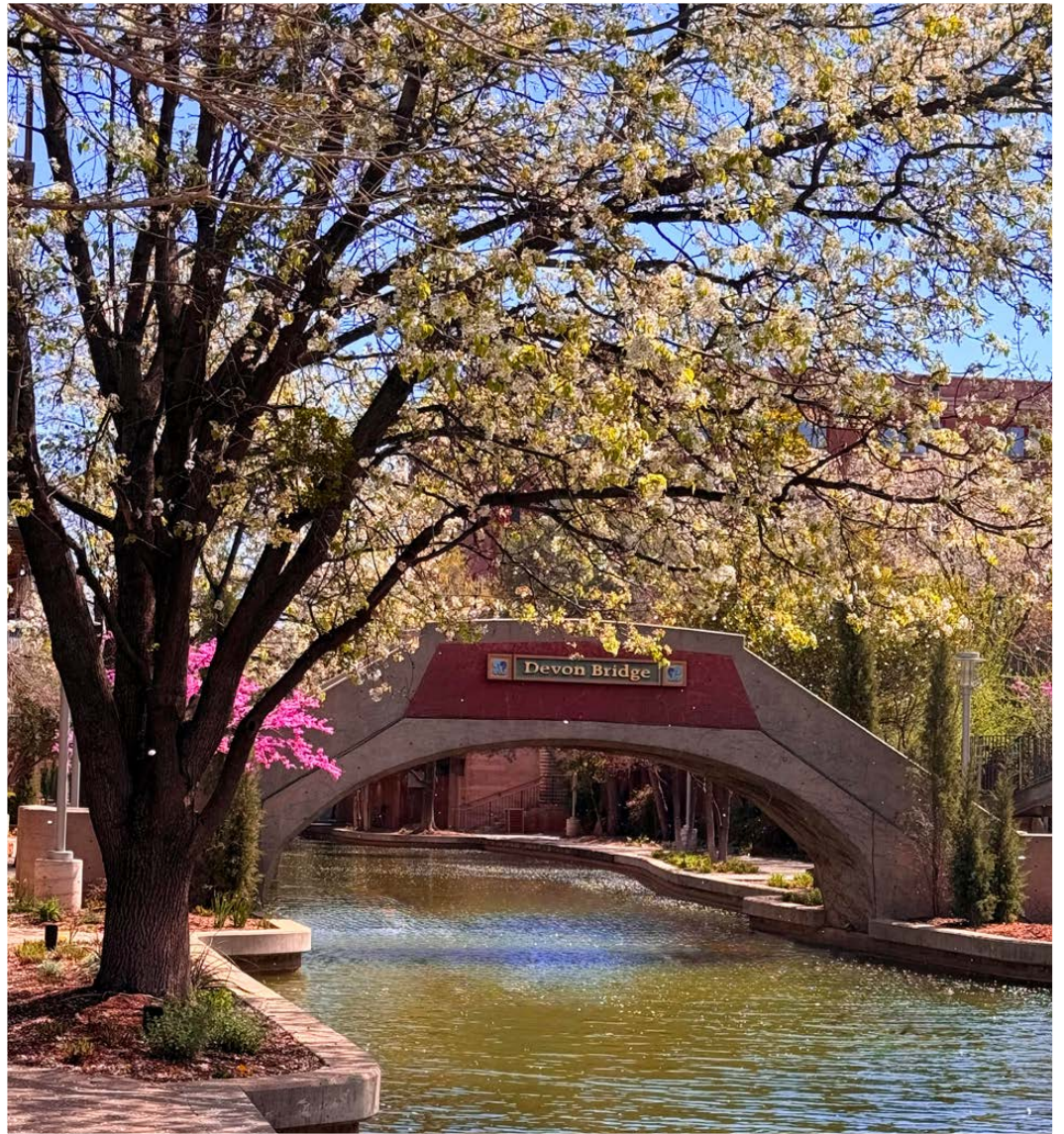


August 11, 2026

“

Oklahoma City's most dynamic destination,
Bricktown tells the story of a city that never
stopped evolving.”

- *The Official Bricktown History Blog*



ACKNOWLEDGEMENT

The Bricktown Streets Master Plan was developed through a structured and collaborative planning process by integrating stakeholder inputs in every step. We are incredibly grateful to the Bricktown Board, for their thoughtful leadership and deep care for the Bricktown District. Most importantly, we want to thank the stakeholders and business owners who shared their stories, ideas, and time with us. Your input ensures this plan truly reflects the needs and aspirations of Bricktown.

We also want to recognize the consultant teams from Johnson and Associates and LAUD Studio. Their technical expertise, creative design solutions, and rigorous analysis were instrumental in shaping the strategic vision and actionable frameworks contained within this document.

Furthermore, we express our gratitude to the city staff and Downtown Oklahoma City(DOKC) members who participated in the consultation process. Their contributions provided qualitative insights that ensured the plan's alignment with broader civic objectives.

Note: All images used in this document are credited to Johnson & Associates, LLC and LAUD Studio unless otherwise noted.

JOHNSON & ASSOCIATES

- Mark W. Zitzow, AICP, CNU-A
Principal, Urban Planner
- Jasmine Bajracharya, CNU-A
Urban Designer

LAUD STUDIO

- Brent Wall, PLA, ASLA
Director
- Jessica Lerner, PLA, ASLA
Principal





View of the Bricktown District from Oklahoma City Boulevard looking North

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A. Project Overview

B. Project Area

C. Project Goals

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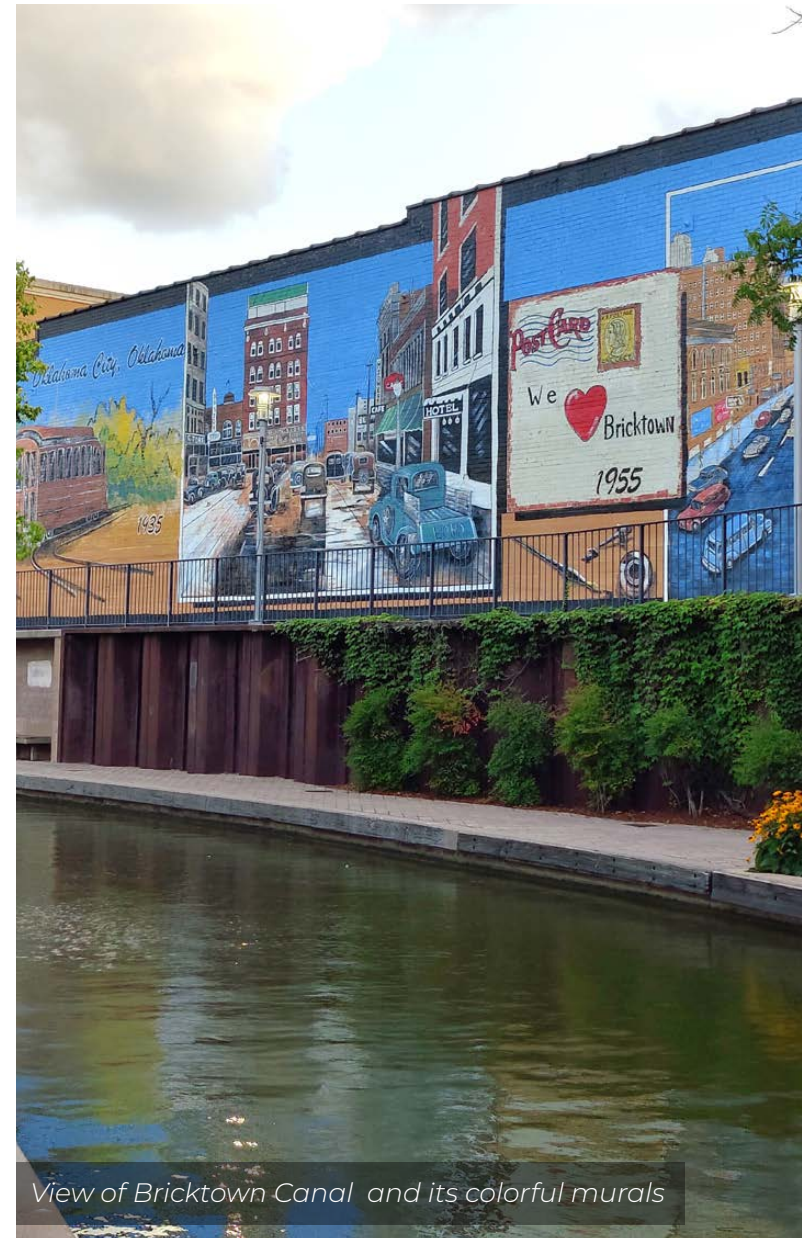
INTRODUCTION 01

A. Project Overview

This Bricktown Streets Master Plan was commissioned by the Bricktown Board of Directors and the Downtown Oklahoma City Partnership to guide the future of public streets in Oklahoma City's most visited entertainment and tourism district. The Bricktown District directly and indirectly supports 9,485 jobs, \$501.3 million in labor income, and \$1.4 billion in local production of goods and services, yet its public streets have not seen significant investment in over two decades. While private development has continued to transform the district's restaurants, venues, and housing, the streets connecting them have evolved piecemeal, without a shared design standard.

The result is a streetscape that feels disjointed. Paver types, street furniture, lighting, and landscaping vary from block to block, with no unifying material palette or design language tying the district together. This plan was developed to correct that. Its purpose is twofold: first, to establish a cohesive design vision for the Bricktown District's public streets, including a unified palette of materials and furnishings, so that every future project builds toward one district identity instead of adding to the patchwork. Second, to provide the Board and the City of Oklahoma City with a clear, project by project cost estimate, paired with a long-term funding strategy, so that as public funding becomes available, it can be directed deliberately and in priority order.

This plan documents conditions that have gone unaddressed for too long. Across the district, sidewalks are discontinuous or missing entirely, ramps and crossings fall short of ADA compliance, overhead utility lines limit tree canopy growth, and pedestrians are given little protection or comfort, that should be the most walkable in the city.



View of Bricktown Canal and its colorful murals

The Bricktown District is Oklahoma City's premier entertainment and visitor destination, and the condition of its public realm has not kept pace with that role. This plan makes the case, supported by site survey data and direct stakeholder input, that district's streets are overdue for reinvestment.

The timing of that reinvestment matters. The Bricktown District serves as the gateway to the Boathouse District, which will host canoe and kayak slalom events as part of the 2028 Olympic and Paralympic Games. The streets connecting Bricktown District to the Boathouse District, and the experience they offer the visitors, athletes, and broadcast audiences who will pass through them, are an opportunity the district will not see again on this scale. Street improvements completed in advance of 2028 stand to deliver outsized returns, both in the visibility Bricktown receives during the Games and in the long term value of infrastructure already in place once the global spotlight moves on. This plan recommends the City and the Board treat the 2028 timeline as a forcing function for early phases of implementation, not a deadline that arrives after the opportunity has passed.

The plan itself is the product of a structured year-long process beginning with project kickoff in July 2025 and concluding with this final master plan in June 2026. It is grounded in an on-the-ground existing conditions survey of every street in the district, stakeholder engagement and presentations to the Bricktown Board. Additionally, a priority survey was completed by Bricktown Board in April 2026 that ranked individual street and public space projects from highest to lowest priority.

Every recommendation in this plan is grounded in Bricktown's history. The district's identity, its name, its materials, and its character, comes from the red brick warehouses built to serve the railroad economy of the late 19th century, and from the resilience the district showed reinventing itself through the MAPS era. The materials, furnishings, and standards recommended here were selected to reflect that industrial and cultural heritage, not to introduce a generic or placeless aesthetic.

This plan is intended to function as more than a design exercise. It is intended to serve as a guiding policy document that the City of Oklahoma City can adopt as a reference for design review within the district, so that new development and public improvement projects are evaluated against one consistent standard. Where new projects cannot fully implement the recommended streetscape, this plan asks that they at minimum be designed to be compatible with it, so future development continues to move the district toward a unified public realm.

Ultimately, this plan is both a vision and a roadmap. It identifies what needs to be built, prioritizes it based on direct input from the people who own and operate businesses in the Bricktown District, and estimates what each project will cost and how it can be funded, so that every future dollar of public investment serves a shared, deliberate vision, with the 2028 Olympic Games as a near term milestone to build toward.



CONTEXT MAP

B. Project Area

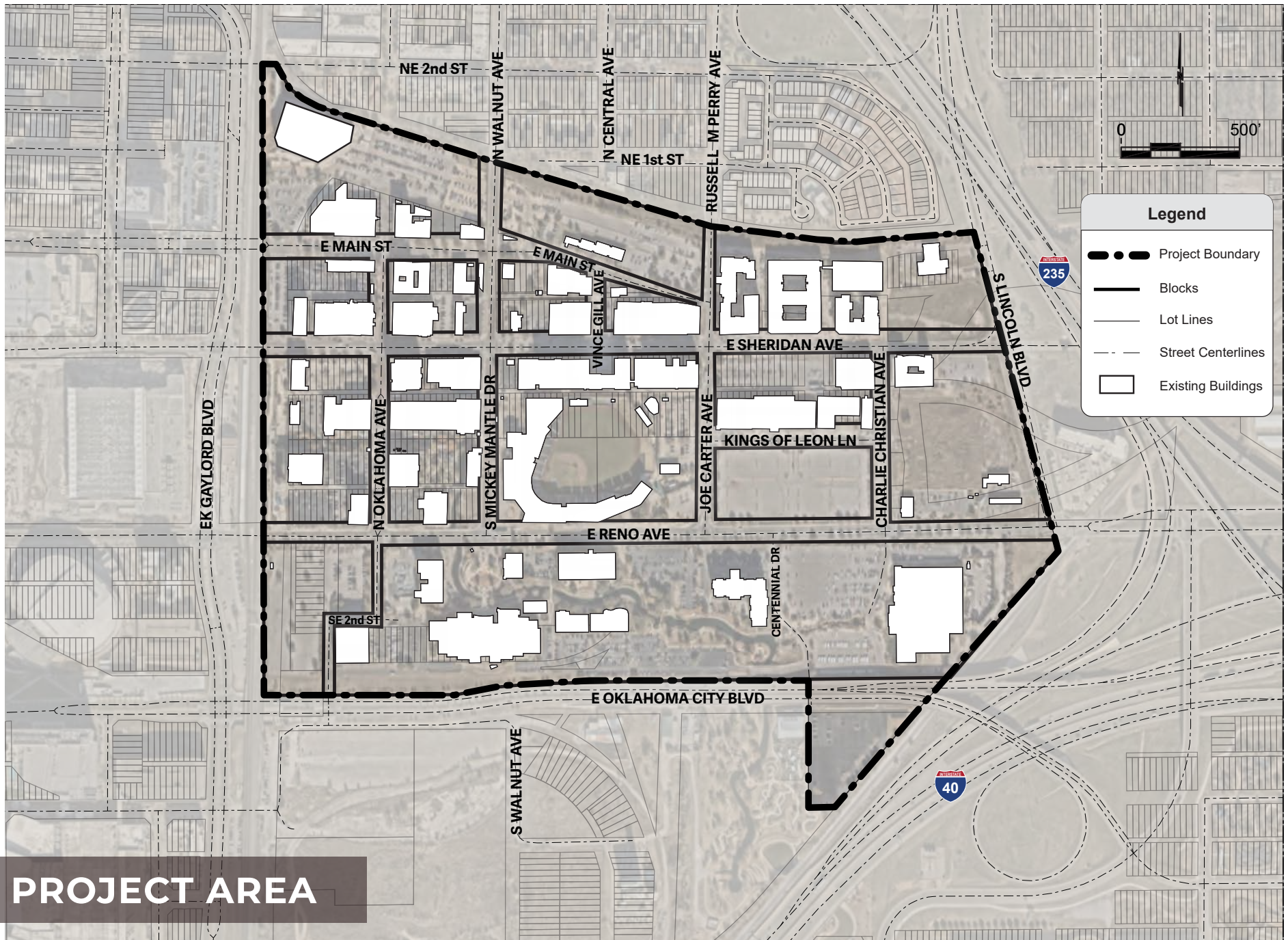
Situated just east of the downtown core, the Bricktown District is a gateway for entertainment, culture and tourism in Oklahoma City. Its central location offers easy access to major roadways, including I-40, I-235, and I-35. It is situated in the city center with proximity to vibrant districts like Deep Deuce, Midtown, Automobile Alley, West Village, Wheeler District and Boathouse District. It acts as a vital connector to opportunities at each district and landmarks such as Myriad Gardens, Scissortail Park, Paycom Center, Oklahoma City Convention Center, OKANA Resort and the First Americans Museum.

The project area includes the Bricktown District (bordered by Lincoln Boulevard on the east, the Burlington Northern Santa Fe (BNSF) Railway tracks on the west, Oklahoma City Boulevard on the south, and the railroad right-of-way between Main Street and NE 1st Street on the north) and extends south of Oklahoma City Boulevard including Centennial Drive and the parking lot adjacent to Truck Yard. Anchored by the Bricktown Canal, the district is comprised of a vibrant mix of hotels, restaurants, live music venues, nightlife, and attractions.

The Bricktown District has firmly established itself as Oklahoma City's premier entertainment district and continues to attract new developments.

Key destinations include the Chickasaw Bricktown Ballpark, Harkins Theaters, the American Banjo Museum, and entertainment spots like Brickopolis, Revolutions and High Plains Climbing. Live performances thrive at venues like the Criterion, Bricktown Comedy Club, and Academy of Contemporary Music at the University of Central Oklahoma. An economic impact study completed in 2023 by the Bricktown Association in partnership with the City of Oklahoma City found that Bricktown directly or indirectly supports 9,485 jobs, \$501.3 million in labor income, and \$1.4 billion in the local production of goods and services.

This district known for entertainment and nightlife has seen a rise in residential development over the last several years, contributing to an improved live-work-play balance. Residential developments include the Steelyard Apartments and The Centennial on the Canal that brought nearly 300 luxury residential units to the Bricktown District. Major planned developments include the Boardwalk at Bricktown with 924 apartments, 80,000 square feet of retail and dining, a Hyatt Dream Hotel, and two parking garages—alongside the MAPS 4 Multipurpose Stadium, and the Continental Coliseum (new Thunder arena), located just outside the district boundary. The Bricktown District continues to be a vital part of Oklahoma City's economy and continues to offer opportunities for local living and tourism.



PROJECT AREA

C. Project Goals

The Bricktown Board commissioned the consultant team in July 2025 to prioritize the following project goals for the Bricktown Streets Master Plan:

1 Encourage walkability within the Bricktown District and improve walkable connections to the adjacent Deep Deuce District, Boathouse District and City Center.

2 Preserve and enhance the Bricktown District's unique identity and character.

3 Improve safety and comfort for visitors and residents.

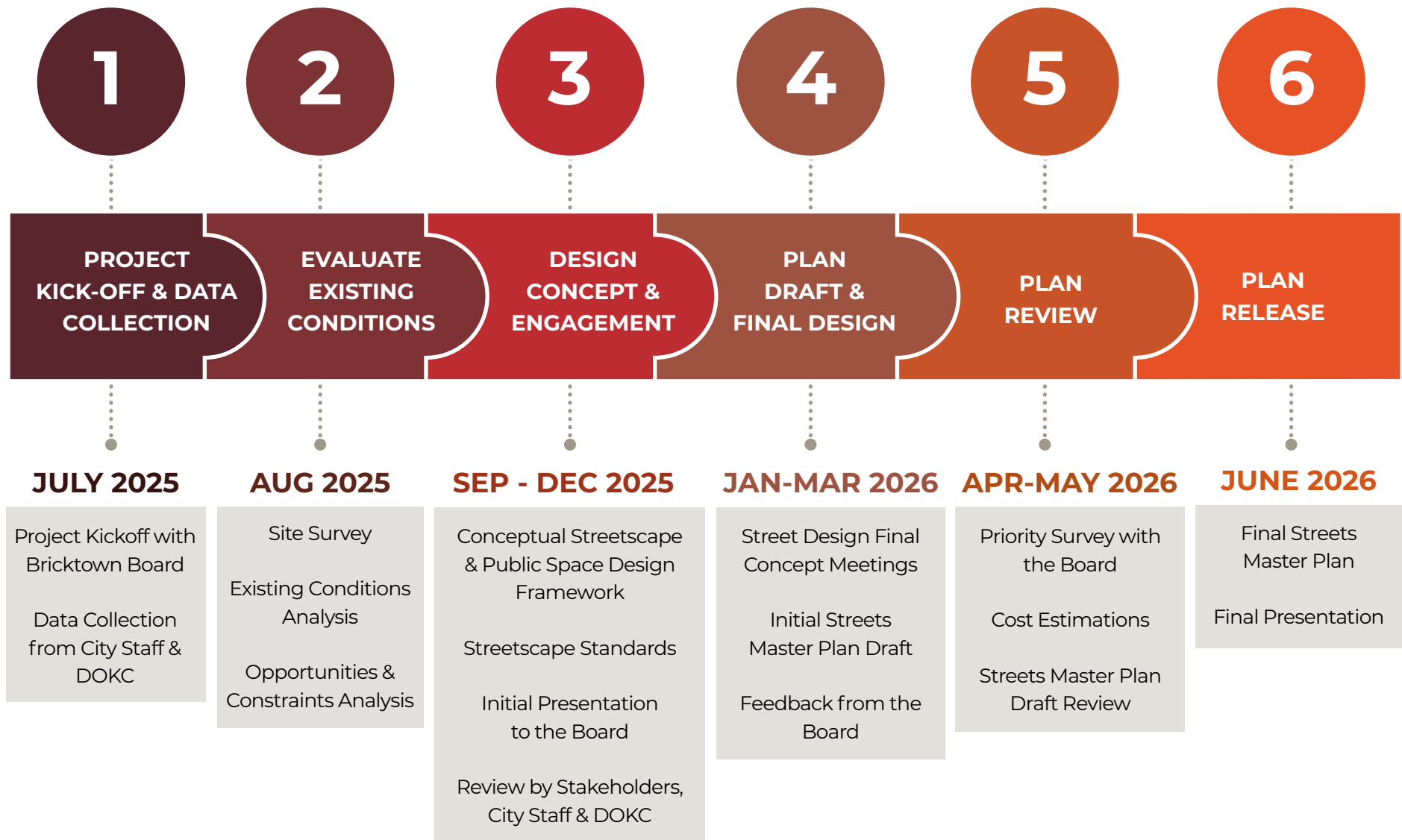
4 Create a clear phasing plan for street improvements.

5 Bolster marketing strategies to strengthen existing businesses and attract new private developments.

6 Attract new residents and new housing within the district.

7 Secure City of Oklahoma City funding and establish a long term funding strategy to fully implement the plan, with priority given to projects that can be completed in advance of the 2028 Olympic Games.

D. Project Timeline and Process



E. Stakeholder Engagement

The consultant team took a hands-on approach to public involvement and planning efforts through public presentations and one-on-one stakeholder meetings. The team has been guided by the Bricktown Board and their goal of improving the district's streets and vitality. Following the street survey and rigorous existing conditions analysis in August 2025, the team presented the conceptual streets master plan and street sections including landscaping palette to the Bricktown Board on November 20, 2025. Following the board presentation, one-on-one meetings with stakeholders and business owners of the Bricktown District were conducted to further community input. The consultant team made sure that the business owners were given enough time to raise their concerns and share their vision of how the district's streets could look and should feel.

The vision for Bricktown as a welcoming family destination with increased safety, improved street amenities and an identity as a happening district was commonly shared by the stakeholders, DOKC members and the City of Oklahoma City Staff.

The master plan was also shared with the Downtown Oklahoma City (DOKC) Board and the City of Oklahoma City, Planning Team for feedback. Current planning efforts from the City include a new Strategic Downtown Master Plan for Oklahoma City which involves the Bricktown District. It primarily focuses on reviving the Bricktown Canal as an entertainment loop connecting the sports venues and establishing the district as a music hub. The plan also seeks to enhance pedestrian experience in the district by adding pedestrian zones under the BNSF Railway tracks and transforming the abandoned railway at northern boundary of the Bricktown District into a downtown pedestrian trail.

The priorities for the proposed streets master plan to the right were identified based on the four-month long stakeholder engagement process. The final stage of the engagement was a priority survey conducted in April 2026 to rank the street improvement and public space design projects from the most important to least important. As a result of the survey, the consultant team was able to prioritize streetscape improvement projects for the Bricktown District (as shown in Pg 16). This master plan is a result of continuous stakeholder participation in every phase of the planning, design and documentation process.

Priorities

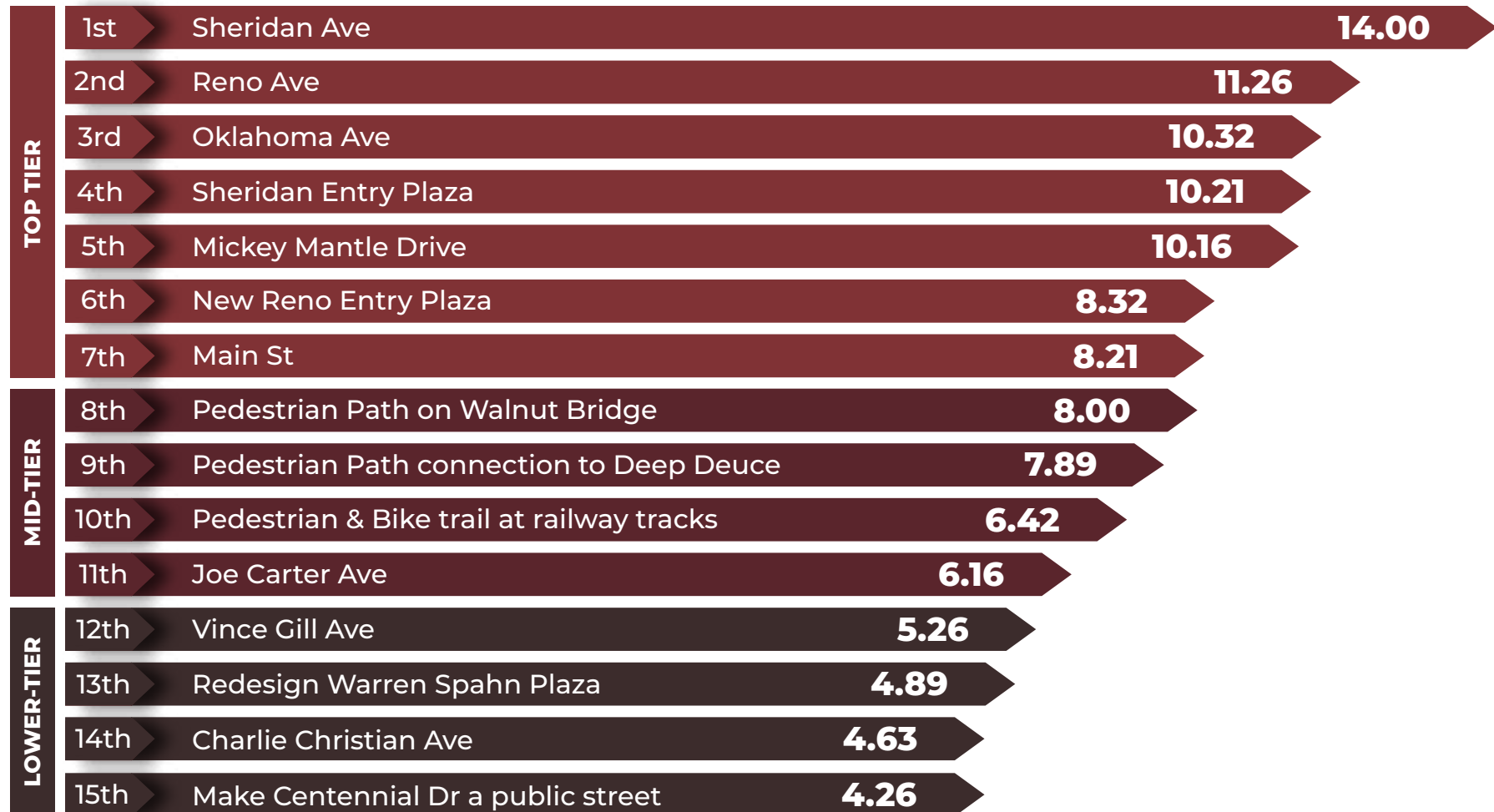
- 1** The Bricktown District should seek to preserve its character and identity through the use of cohesive materials, plantings, lighting, and furniture for street improvements.
- 2** The Bricktown District should be marketed as a music and entertainment district while maintaining its essence as a family friendly destination.
- 3** The streets should be walkable, easily navigable and have identifying markers for commuters and visitors alike.
- 4** Major streets like Sheridan Avenue and Reno Avenue should become pedestrian-oriented to connect the future arena and downtown developments to the Bricktown District.
- 5** Pedestrian pathways are to be encouraged at large parking lots to provide safer walkable connection and shade for the pedestrians.
- 6** The unused railway track at the northern border of the Bricktown District should be converted into a pedestrian and bike trail connecting Bricktown to other districts.
- 7** The alleys should be activated for pedestrian mobility to help connect different parts of the Bricktown District.



Stakeholder priority survey meeting, April 2026

Oklahoma City Streetscape Priority Ranking

There were a total of 19 participants for the Bricktown Board who participated in the survey. The results of the priority survey helped to categorize different improvement projects into top, middle and lower tiers which are as follows:



- A. Historic Context
- B. Existing Streets
- C. Assets & Challenges
- D. Opportunities

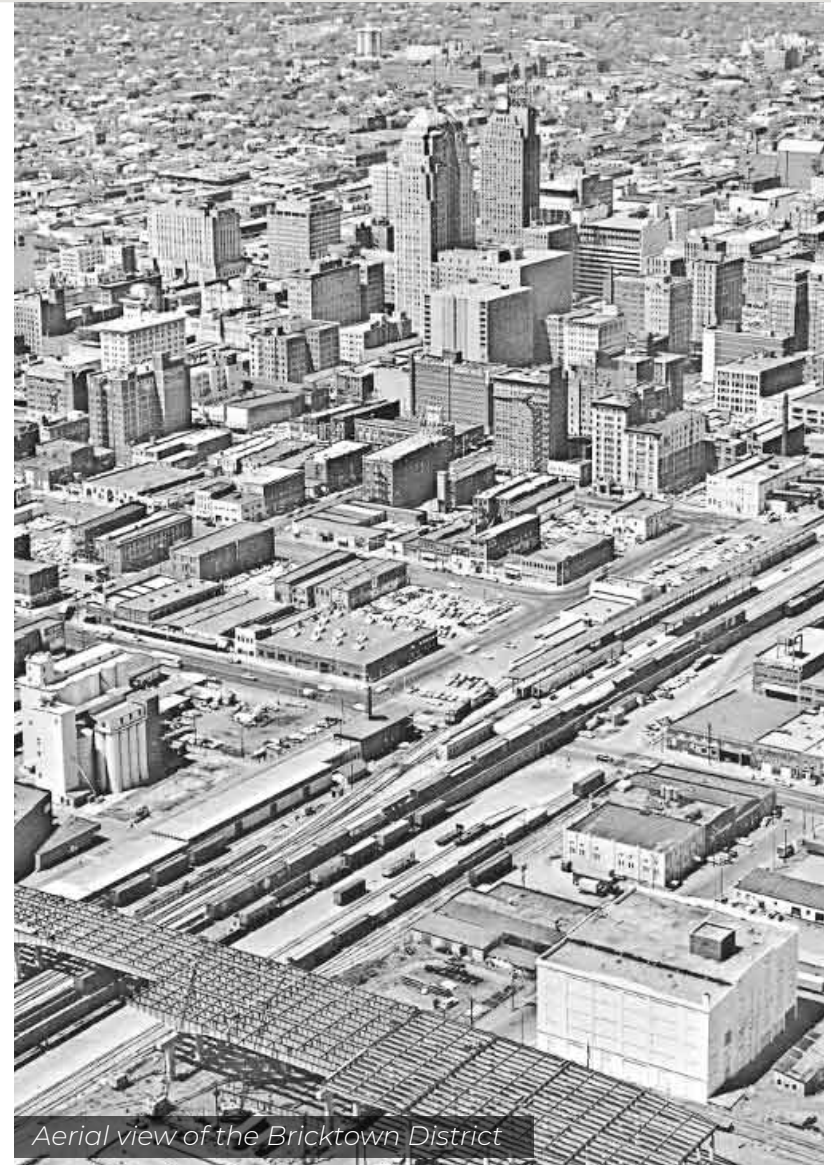
EXISTING CONDITIONS

02

A. Historic Context

Originating in the late 19th century, the Bricktown District began as a vital warehouse and industrial hub in Oklahoma City. Following the 1889 Land Run and the arrival of the railroad, the area quickly developed into a center for wholesale businesses, cotton processing, and freight transport. The district earned its name from the iconic red-brick warehouses built to support the booming rail-based economy. Notable historic structures like the Santa Fe Depot and the Centennial Land Run Monument reflect both the industrial past and the City's pioneer heritage. For several decades, Bricktown thrived as a working-class industrial zone, heavily influenced by railroad access and the influx of commerce from downtown.

The Bricktown District experienced a sharp decline by the mid-20th century due to suburban growth, highway construction, and economic shifts. The once-bustling district became largely vacant, with abandoned warehouses and underutilized infrastructure as people, jobs and activities were pulled away from the urban core. This stagnation continued until the 1990s, when the city launched the Metropolitan Area Projects (MAPS) program. Approved by voters in 1993, the original MAPS initiative was a public-funded capital improvement program that aimed to revitalize the downtown core and enhance quality of life. It funded a series of transformative public works projects in the Bricktown District, including the Bricktown Canal, the Chickasaw Bricktown Ballpark, streetscape improvements, and pedestrian-friendly amenities that reactivated the urban fabric.



Aerial view of the Bricktown District

Photos by: Bricktown Image Collection, Retro Metro Oklahoma City



Aerial view of Bricktown, circa 2005



Bricktown Music Festival, Mid 1990s



Bricktown Canal opening

Photos by: Bricktown Image Collection, Retro Metro Oklahoma City

Home to Oklahoma City Comets, the Chickasaw Bricktown Ballpark and its minor league baseball games broke ground in 1998. The construction of the Bricktown Canal was completed in 1999 and it transformed old rail beds into a scenic pedestrian corridor lined with restaurants, entertainment venues, and shops. The canal became a signature attraction, revitalizing the district and reconnecting it to downtown Oklahoma City. Restored warehouses and buildings have been converted into music halls, galleries, museums and restaurants. Public art such as sculptures and murals honor the district's industrial and cultural roots. Following MAPS, additional phases such as MAPS for Kids, MAPS 3, and MAPS 4 further invested in quality-of-life enhancements and connectivity, contributing to the district's continued vibrancy.

For Oklahoma City, the Bricktown District has reinvented itself as a major entertainment and tourist destination, featuring restaurants, nightlife, sports, public art, and music venues. At the same time, the district has established itself as a home to a significant number of companies, professional services and residents. Private developers of the district were instrumental in acquiring, restoring, and repurposing old brick warehouses into trendy lofts, retail spaces, and offices. A variety of residential options like Steelyard Apartments and condominiums at the Hill have been successful in attracting new residents to live and work close to the Central Business District of Oklahoma City. Today, the Bricktown District's blend of historic preservation and modern investment has made a successful example of urban redevelopment, attracting a growing number of visitors and new residents each year.



UCO students paint murals at Bricktown Canal



Centennial Land Run Monument installation

Photos by: Bricktown Image Collection, Retro Metro Oklahoma City

B. Existing Streets

The streets in the Bricktown District have a legible, modified grid street pattern shaped by its historic warehouse district origins and later entertainment-focused redevelopment. The streets generally run in a north–south / east–west grid, but their character varies significantly. Streets near the canal prioritize placemaking and pedestrian experience while others are auto-oriented. The characteristic of each existing street shown in the map is discussed below:

Main Street

- Two to four lanes, local street between downtown and Bricktown with few commercial uses and restaurants.
- Sidewalks with large tree canopies but gaps in pedestrian continuity.

Mickey Mantle Drive

- Two lanes with brick paving and on-street parking, major N-S major street connecting Deep Deuce and Bricktown District.
- Pedestrian-oriented, wide sidewalks with landscaping and lighting.

Vince Gill Avenue

- Two lanes with on-street parking, secondary street used only for service purposes.
- No sidewalks, inactive pedestrian movement.

Sheridan Avenue

- Two to three lanes with on-street parking on both sides, major local street lined with office buildings, businesses, hotels, restaurants and stores for visitor attractions.
- Wide sidewalks, street trees, lighting, active frontages with strong pedestrian activity.

Oklahoma Avenue

- Two lanes with brick paving, N-S local street facing historic warehouse buildings, revitalized canal, restaurants and parking lots.
- Wide sidewalks and lined with street trees.

Joe Carter Avenue

- Two lanes, local street connecting residences in Deep Deuce to Bricktown District.
- Wider sidewalks but lined with utility poles, has lower pedestrian activity.

Reno Avenue

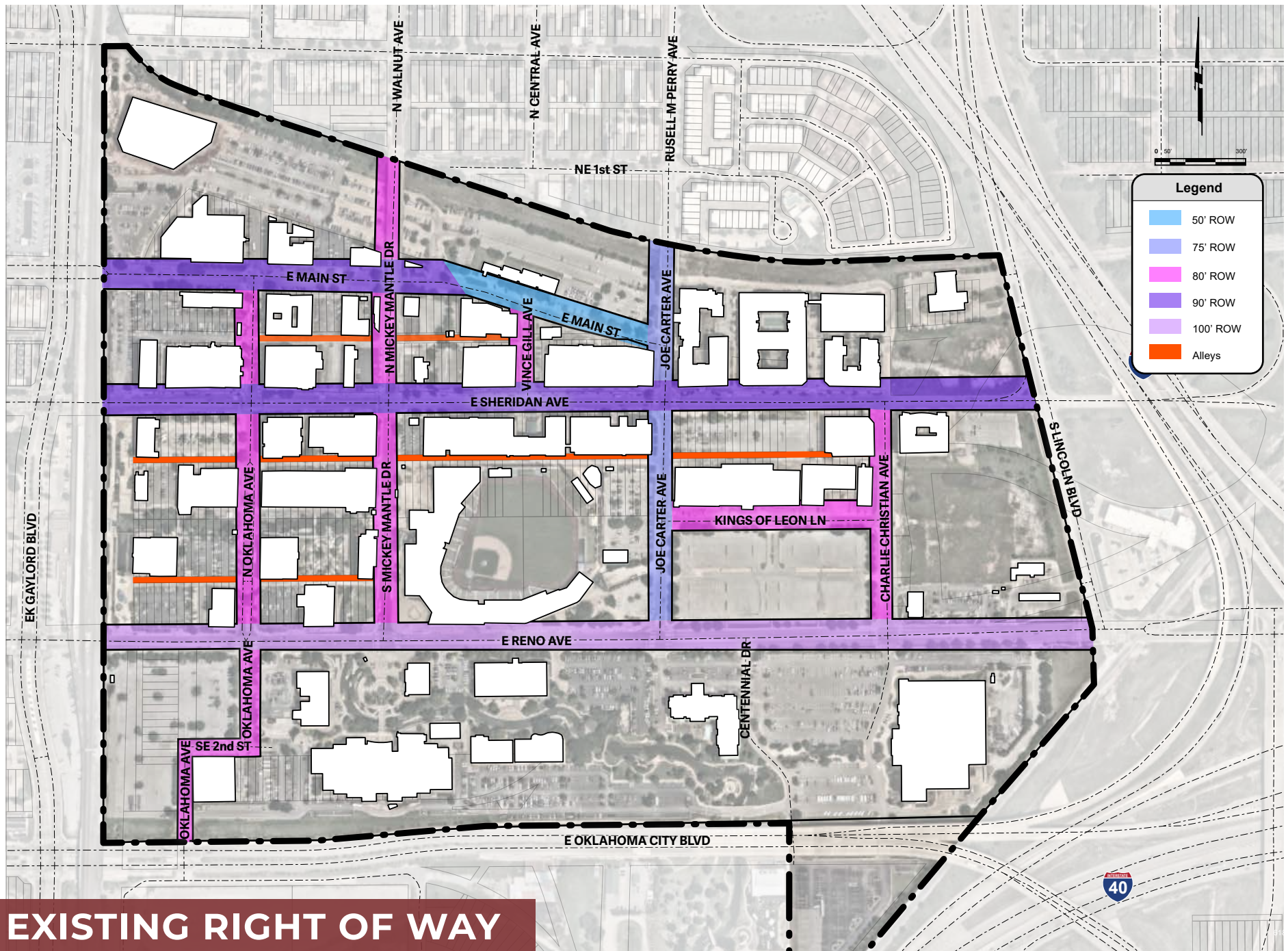
- Four to six lanes with occasional turning lanes, major road connecting downtown to and from I-235.
- Wide sidewalks with street trees and pedestrian lighting in certain developed segments only.

Kings of Leon Ln

- Two lanes with on-street parking on one side, secondary street facing storage warehouses, restaurants and large parking lot.
- Narrower sidewalks with very low pedestrian movement.

Charlie Christian Avenue

- Two lanes, local street with a very low pedestrian and vehicle movement.
- The most underutilized street without any vegetation and pedestrian amenities.



C. Assets & Challenges

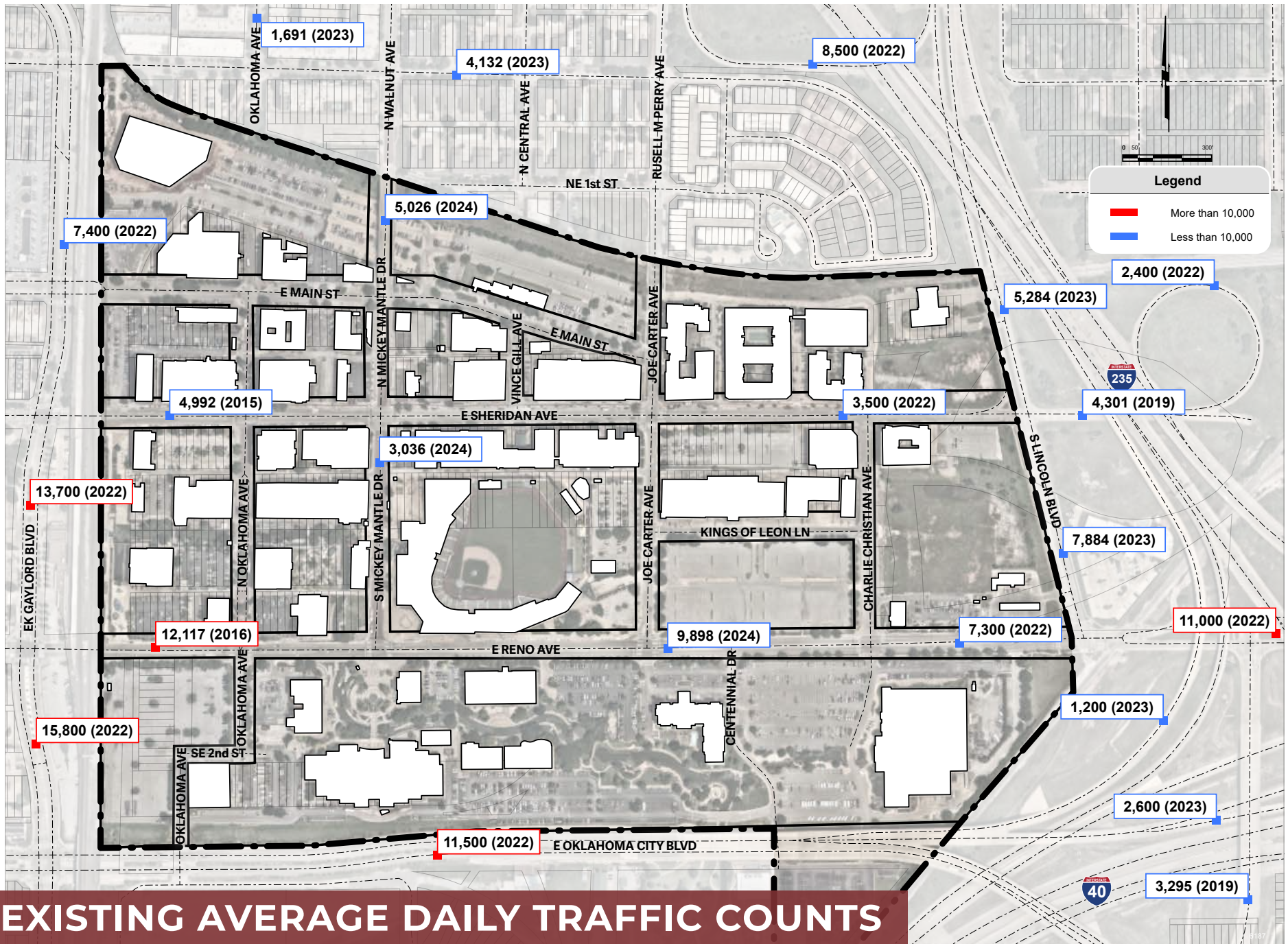
Traffic Counts

The consultant team conducted an on-the-ground survey of each street within Bricktown District to prepare an inventory and analysis of existing street conditions. The team carried out analysis of current traffic conditions, existing utility lines, transit lines and pedestrian/ bike infrastructures which are explained below.

The map to the left shows that the annual average daily traffic count received by the streets in Bricktown is very low-less than 10,000 per year. Reno Avenue, being the street with the highest traffic count amongst all, experienced a drop in total trips from 12,117 in 2016 to 9,890 in 2024 (as per Streetlight Data). The development of Oklahoma City Boulevard as a direct connection to the downtown and its attractions like sport venues, convention centers, etc. has driven most of the traffic to and from the major highways away from the major streets like Sheridan and Reno. Given the lower vehicular traffic count in Bricktown, the street configurations need to be redesigned with a pedestrian focus and lane reduction wherever possible.



Existing street condition at Sheridan Avenue



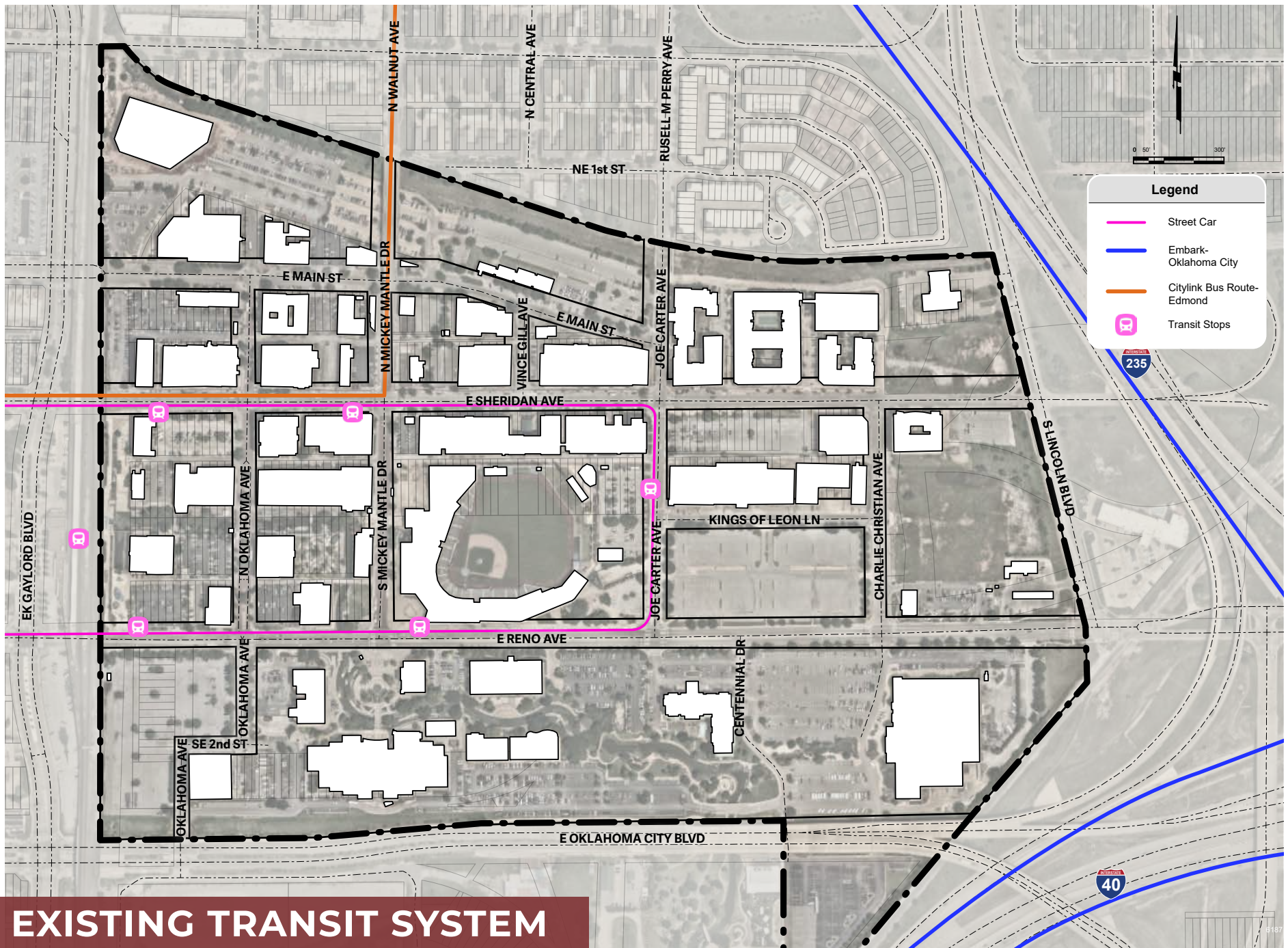
EXISTING AVERAGE DAILY TRAFFIC COUNTS

Transit Lines

As shown in the map to the left, the existing streetcar line runs along Sheridan Avenue, Joe Carter Avenue and Reno Avenue with stops at major attractions in the Bricktown District. The existing transit stops currently lack pedestrian amenities. The existence of the streetcar line has disadvantages as it limits the opportunity of extending sidewalks. It runs at a lower speed than local traffic which becomes an obstruction for the vehicles following it. On the other hand, the streetcar does allow mass flow of visitors and commuters from other parts of downtown Oklahoma City into the Bricktown District. The addition of seating and shade structures at the streetcar stops would help enhance the overall pedestrian experience. Providing scooter/bike stations at these stops would also give pedestrians additional means to explore the Bricktown District.



Existing transit modes at Sheridan Avenue



Pedestrian and Bike Infrastructure

The prominence of the Bricktown District as a hotspot for tourists, visitors and residents is emerging in the present scenario with development of new and existing apartments, mixed use buildings, hotels, music bars and venues, local and franchise restaurants, and sports and entertainment venues. The Continental Coliseum and other downtown attractions are directly connected to the Bricktown District through the streets, which makes it more exposed to pedestrian flow. Bricktown Canal is a major asset in the district that constantly experiences higher foot traffic and movement. As mentioned earlier, the streets in the Bricktown District act as connectors for vehicular traffic but lack pedestrian and bike infrastructure. Discontinuity in existing sidewalks, sidewalks with little or no ADA compliance, lack of shade, underutilized alleys, limited connections to Bricktown Canal, and limited pedestrian connections to other districts like City Center and Deep Deuce have repeatedly emerged as a problem. The bridge underpasses have been revitalized with public art and better lighting to promote walkability, but it still feels hostile due to the wide traffic lanes. Another problem to note is the unattended scooters in the middle of the sidewalks. Even though there is a demand for bikes and scooters for visitors, the district lacks proper infrastructure like bike and scooter stations and its monitoring.



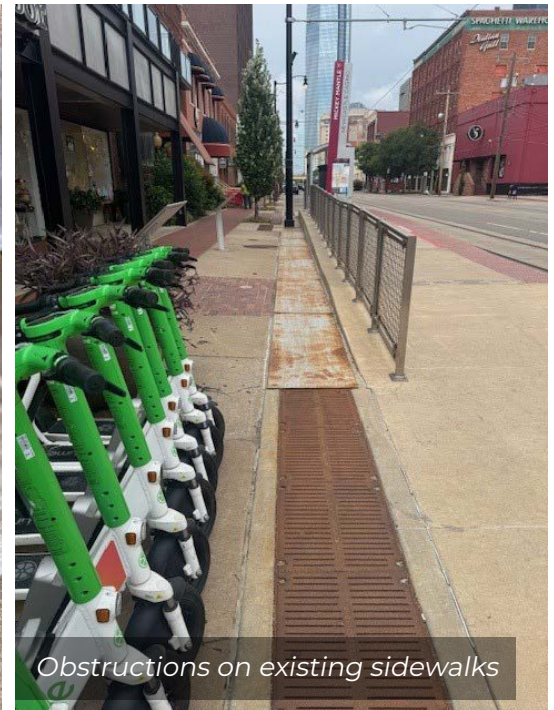
View of intersection at Reno Avenue & Mickey Mantle Drive



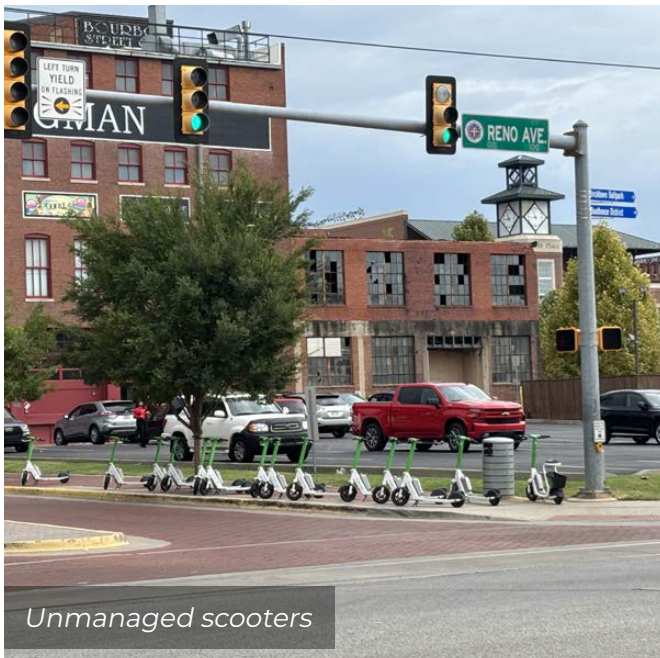
Disappearing sidewalks



Not ADA compliant



Obstructions on existing sidewalks



Unmanaged scooters



Need for more bike infrastructure

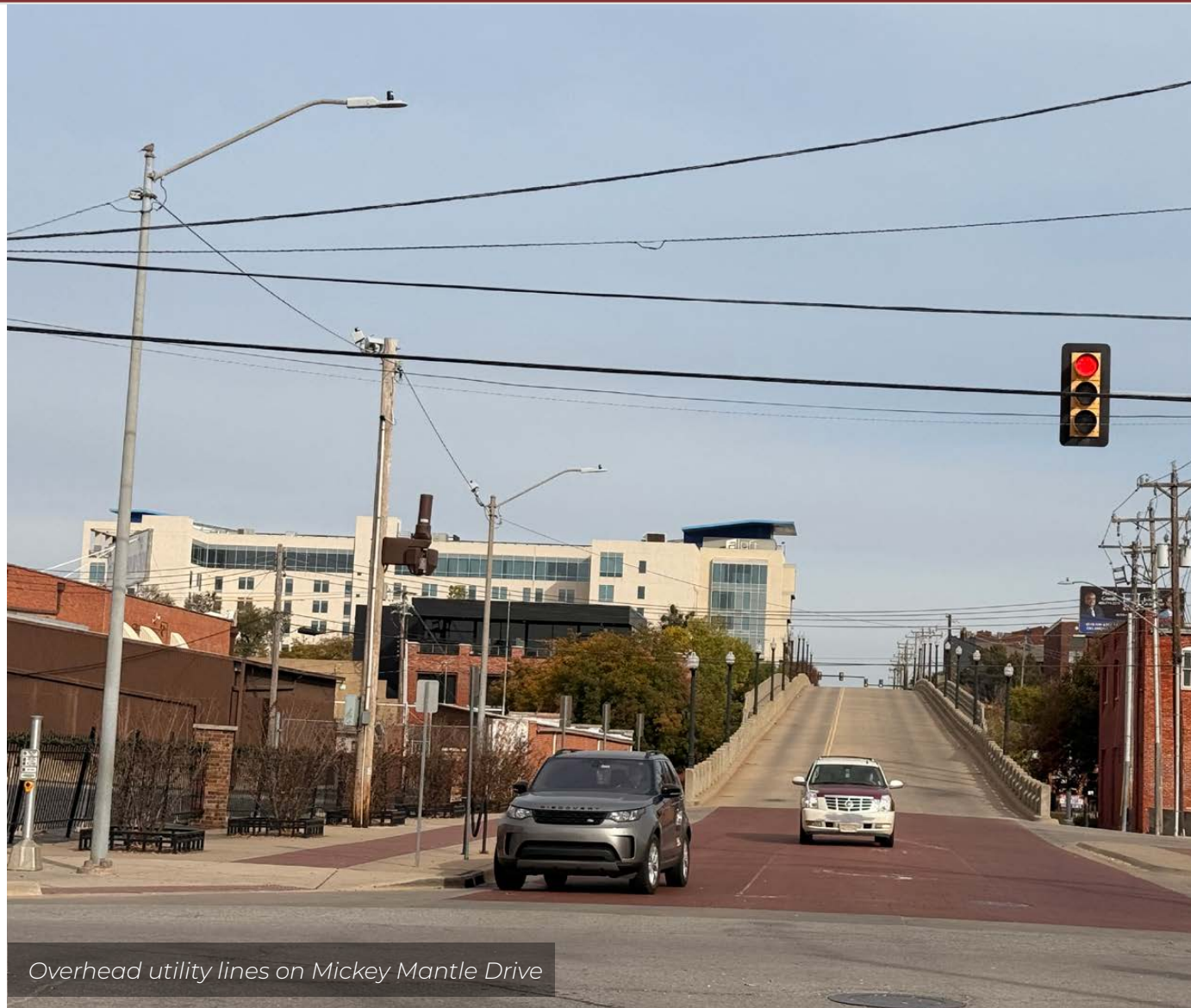


No sidewalks

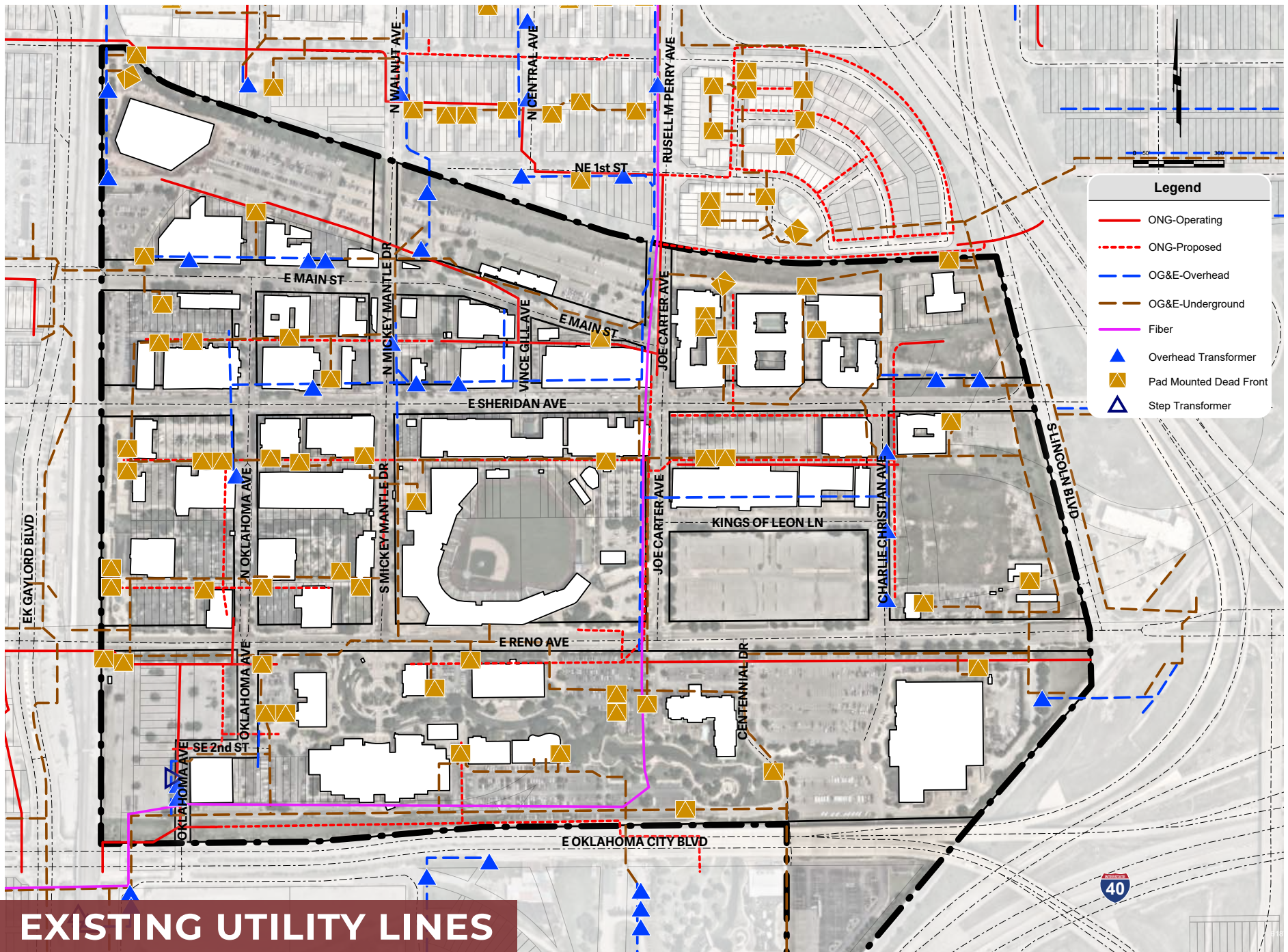
Utility Lines

As shown in the map, most of the overhead utility lines are situated along major streets like Sheridan Avenue, Main Street, Joe Carter Avenue, Mickey Mantle Drive and Oklahoma Avenue. The existing utility lines are a visual nuisance and are interfering with the district's ability to cultivate healthy and mature trees.

One possible long-term solution would be to bury the existing utility lines, allowing for a less cluttered aesthetic and growth of taller and more mature trees. Short-term solutions could include addition of planter pots or choice of low-height trees and shrubs alongside the sidewalks to soften the streetscape.



Overhead utility lines on Mickey Mantle Drive



D. Opportunities

The Bricktown District needs to reinvent its identity to fit the diverse needs and demands as a destination to live, work and play in Oklahoma City. Since the new developments in the City Center and the Bricktown District are centered around larger audiences, the streetscape and placemaking efforts in the district need to evolve and adapt to the built environment. Based on the site analysis and stakeholder feedback, the consultant team came up with following list of opportunities to guide the transformation of Bricktown Streets:

01

Redesign the streets with reduced number of lanes, extended sidewalks, medians and amenity zones.

02

Revitalize the bridge underpasses at Main Street, Sheridan Avenue and Reno Avenue as pedestrian-focused gateways.

03

Convert Centennial Drive into a public street with pedestrian paths and visitor drop-off locations.

04

Establish Reno Bridge as a landmark.

05

Redesign Walnut bridge with pedestrian walkway.

06

Continue Kings of Leon Ln to meet Lincoln Boulevard to allow more street frontage for future developments.

07

Redevelop the three potential landscape sites indicated in the map as vibrant public spaces.

08

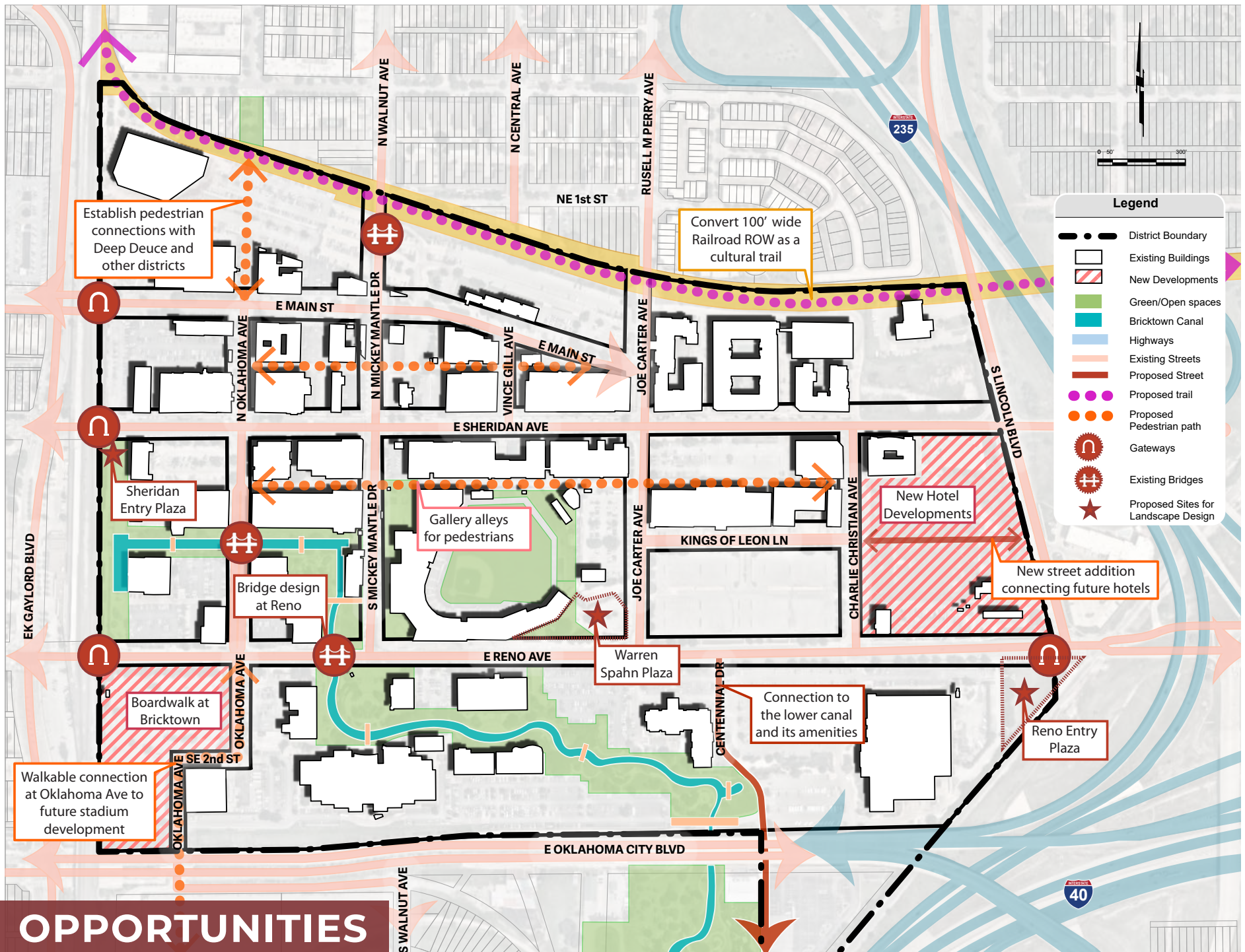
Establish walkability throughout the district through sidewalk additions and new pedestrian paths.

09

Transform the existing railway track into a pedestrian and bike trail that connects Bricktown to other districts.

10

Locate wayfinding markers at different entryways to the district.



OPPORTUNITIES

A. The Pearl District - San Antonio, TX

B. Historic Haymarket District - Lincoln, NE

C. The Power & Light District - Kansas City, MO

D. Gastown - Vancouver, British Columbia

CASE STUDIES 03

The Pearl District
Photo by: hotels.com

CASE STUDIES

There are many thriving districts adapted from industrial areas which can offer inspiration for the future of Bricktown. We can learn from the successful implementation of the following strategies:

1. Provide Comfortable Gathering Places
2. Embrace Existing Character and Materials
3. Develop a Flexible Brand for Signage and Wayfinding
4. Create a Must See Destination



Photo by: Lake Flato



Photo by: Clark & Enersen

A. PEARL DISTRICT, SAN ANTONIO, TX

Visitors gather around the lawn and fountain centered in the Pearl District of San Antonio. A combination of trees, pavilions, canopies, and table umbrellas are used to create shade throughout the District, making it a comfortable place to spend time outdoors.

B. HISTORIC HAYMARKET DISTRICT, LINCOLN, NE

At the Farmer's Market of the Historic Haymarket District in Lincoln, vendor stalls surround a train rail and car, a grounding reminder of the past.

C. THE POWER & LIGHT DISTRICT, KANSAS CITY, MO

Bold rooftop mounted scaffolding signage is utilized in multiple formats across the Power & Light District of Kansas City. Consistent fonts are used throughout to unify the signage, while orientation and scale are flexible for each site.

*Photo by: Christian Gideon via
nextcity.org*

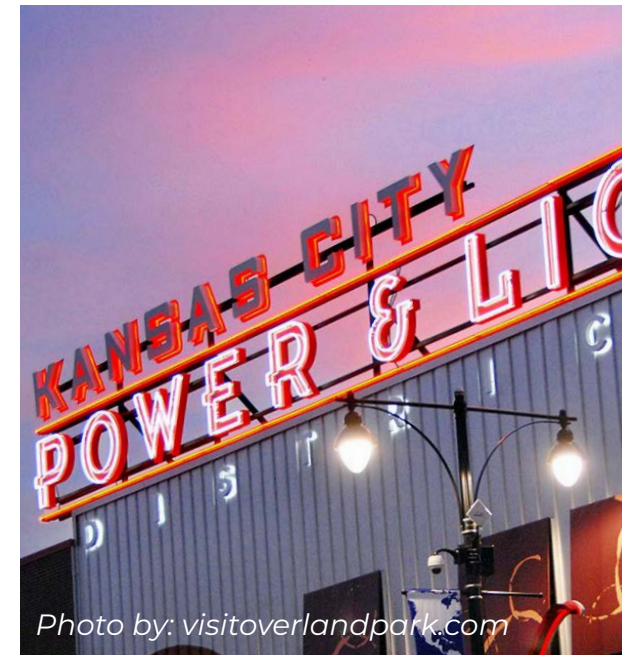


Photo by: visitoverlandpark.com



The same branding is deployed for a vertical gateway marker. Its success is bolstered by clever use of borrowed scenery. The marker's narrow form sits perfectly alongside the taller buildings in the distance.

Photo by: homes.com



D. GASTOWN, VANCOUVER, BRITISH COLUMBIA

Gastown in Vancouver is home to one of the few remaining clocks powered by steam engine. Installed in 1977, the clock uses steam to power whistles which announce each quarter hour. At the top of the hour the clock plays a song which can attract crowds of tourists. Day and night, the distinctive cloud of steam is a unique photo opportunity.

Photo by: © Goran Vlacic

A. Vision Statement and Goals

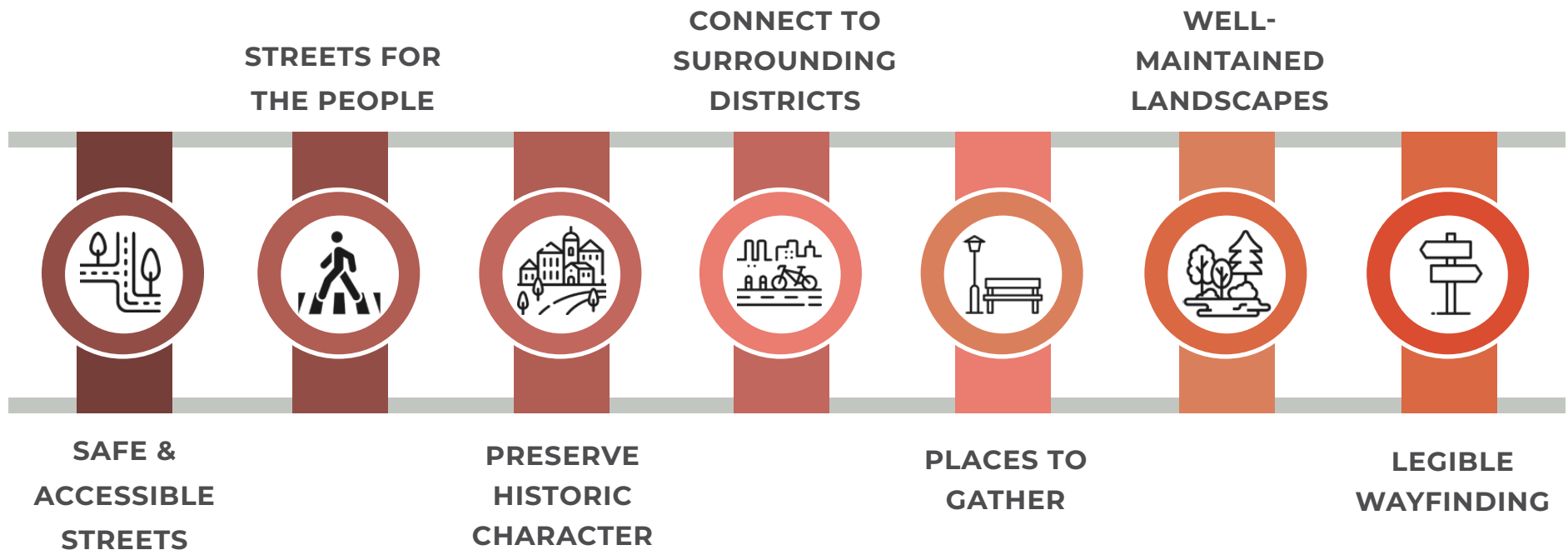
B. Proposed Master Plan

VISION & FRAMEWORK 04

A. Vision Statement and Goals

Based on the site inventory analysis, stakeholder engagement, discussions with the city staff and review of case studies, the project team established a comprehensive vision and a set of goals for streets in the Bricktown District as shown below.

Redesign the streets in the Bricktown District as people-centered walkable avenues that balance access, mobility and enhanced pedestrian experience to support a dynamic mix of uses for a 24/7-hour destination at the heart of Oklahoma City.



Night view of proposed intersection at Reno Avenue and Mickey Mantle Drive



B. Proposed Master Plan

The Bricktown Streets Master Plan focuses on strategic improvements in quality street network and pedestrian infrastructure to connect people to the district and create positive impact on the local economy in the Bricktown District. The overarching idea is to enhance walkability in the Bricktown District through a series of interconnected streets, alleys and pedestrian paths. The quality of social and public life is enhanced as a result of these webbed connections that intersect at particular destinations, be it sports venues, public plazas, restaurants or live music venues.

The list of opportunities discussed in Section 2.4 established the design framework for the proposed master plan shown below. This master plan recommends well-planned street configurations that consider the existing street context and needs. Each street is uniquely designed to maintain the existing right of ways, different modes of travel (including walking, taking transit, driving and biking), and a focus on the existing character of the area. Each of the new street designs is discussed in detail in [Chapter Five, Street Layouts & Public Space Design](#). The proposed master plan prioritizes the following objectives to achieve the goals:

GOAL 1: SAFE AND ACCESSIBLE STREETS

Create avenues, boulevards and service streets according to the scale of the street. Use traffic calming devices like medians, safer crosswalks, curb extensions and bulb outs to promote safety.

1. Redesign existing streets with reduced lanes, medians, bulb outs and pedestrian amenities.
2. Convert Centennial Drive into a public street.
3. Extend Kings of Leon Lane to add a new street that connects to Lincoln Boulevard.

GOAL 2: STREETS FOR THE PEOPLE

Create 50/50 balance of space usage of pedestrians and vehicles within the public right of way. Create a wider pedestrian zone with well-designed sidewalks, street trees, lighting, benches, waste receptacles and other amenities.

1. Extend pedestrian zones under the railway bridge connecting Bricktown with the City Center.
2. Establish Reno Bridge as a landmark.
3. Add pedestrian walkway on Walnut bridge.

History isn't just something you look at—it is something you walk through. Walkable streets will trade the rush of traffic for the rhythm of discovery, uncovering unique shops, local flavors, and unforgettable memories around every single corner in the Bricktown District.

GOAL 3: PRESERVE HISTORIC CHARACTER

Establish stronger sense of place through homogeneity in streetscape elements and materials.

1. Incorporate street furniture, trash cans, bike racks, lighting features and transit stops according to the recommended palette in the newly designed streets.

GOAL 4: CONNECT TO ADJACENT DISTRICTS

Designate new pedestrian and biking pathways within the district to allow vibrant urban street life.

1. Build a pedestrian and bike trail along the stretch of the existing 100' wide railway at the northern boundary of the Bricktown District.
2. Establish a pedestrian pathway at the parking lot connecting to the existing dog park in the Deep Deuce District.

GOAL 5: PLACES TO GATHER

Create vibrant and well-designed public spaces that embody public art and community life.

1. Redesign Sheridan Entry Plaza, Warren Spahn Plaza and Reno Entry Plaza as vibrant public spaces.

** Note: See Page 117, Appendix I for full size detailed master plan.*

2. Establish Wanda Jackson Way as a pedestrian zone with creative placemaking efforts.
3. Incorporate brick pavements into the existing alleys and add lighting.

GOAL 6: WELL-MAINTAINED LANDSCAPES

Develop hardscapes and softscapes that have low maintenance requirements.

1. Implement and maintain a cohesive urban landscape system as recommended in Section 6.1.
2. Establish a maintenance plan including scheduled inspections and immediate corrective actions.
3. Define clear maintenance roles and responsibilities for the City and Bricktown Business Improvement District.

GOAL 7: LEGIBLE WAYFINDING

Design an array of legible identity markers for the district with maps and information of a particular location within the district.

1. Construct a gateway at Reno Entry Plaza.
2. Incorporate district identity markers as located in the wayfinding map.

A. Street Layouts

B. Pedestrian Paths & Alleys

C. Public Space Design

STREET LAYOUTS & PUBLIC SPACE DESIGN

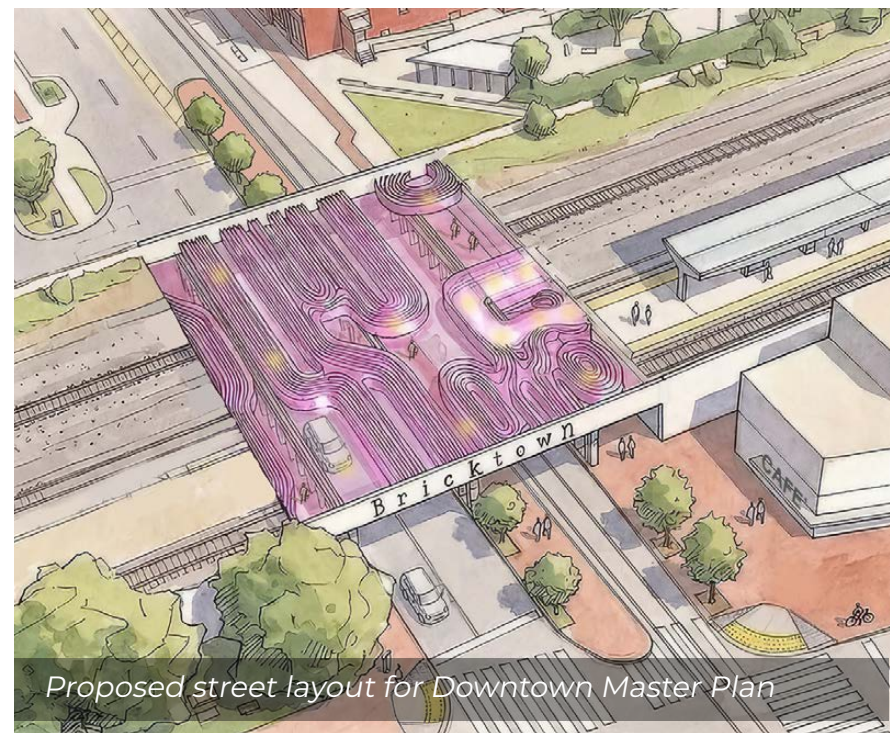
05

A. STREET LAYOUTS

Each street in the Bricktown District is unique in activity and in function. The proposed street layouts aim to create a more equitable balance between the road and the sidewalk within the overall public right-of-way. The proposed street designs respond to the existing use and type of street, defined by vehicular traffic, pedestrian dominance, retail activity, transit access, service access, and parking access. The basic pattern of each street is:

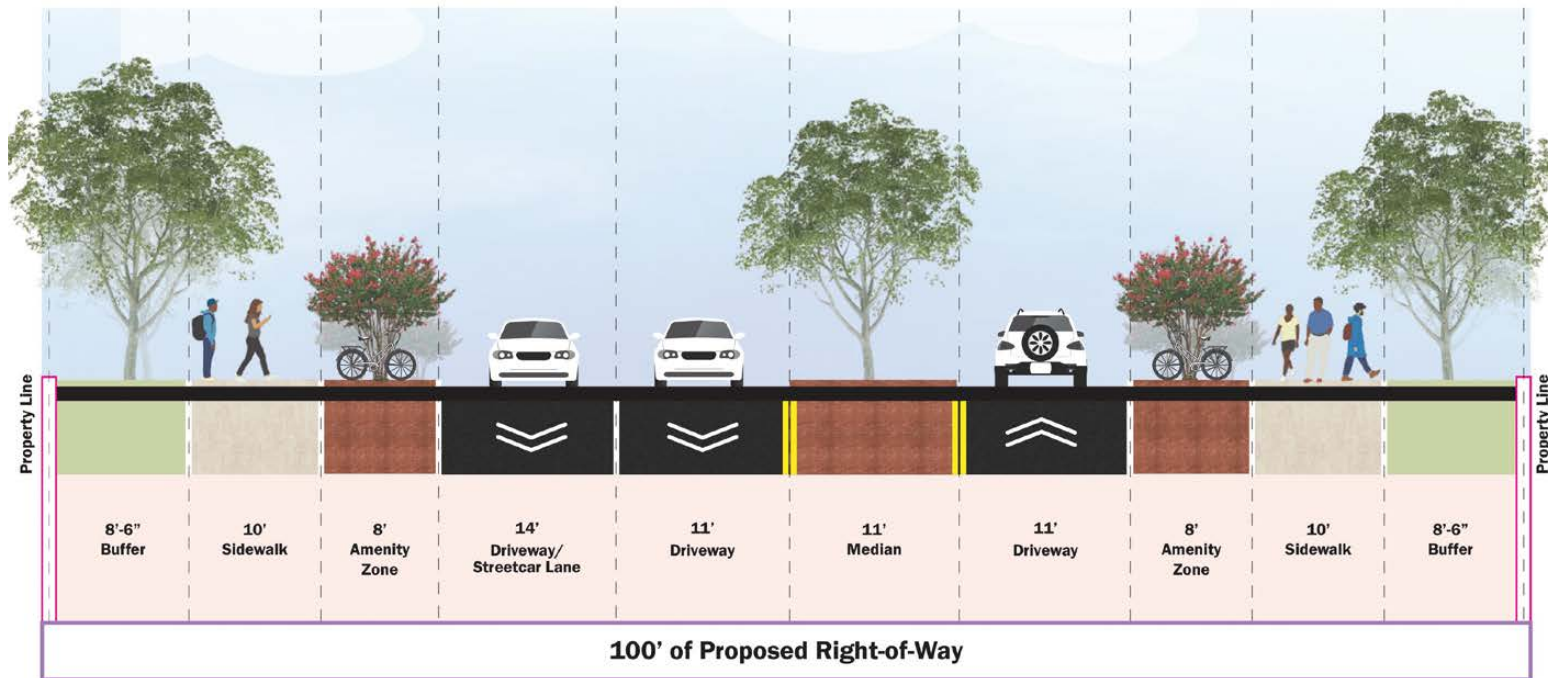
- 11 feet for each drive lane and 12 feet for streetcar lane
- Minimum 6 foot wide sidewalks for ADA compliance
- Minimum 6 foot pedestrian amenity zone between the road pavement and sidewalk
- 8 feet minimum for on-street parking
- Street trees with tree grates at 30 feet on center
- Transit stops with seating and bike/scooter parking
- Wider pedestrian crossings with reduced lengths

The image to the bottom right shows the new street design for intersection at EK Gaylord Boulevard and Sheridan Avenue (replicable to Main Street and Reno Avenue) as proposed in the new Downtown Master Plan by Sasaki Associates. This design proposes a three-way lane with median and extended sidewalks as pedestrian zones. The design aligns with the core theme of the Bricktown Streets Master Plan to enhance walkability. The proposed street sections and details have been discussed below for each of the streets in the Bricktown district.

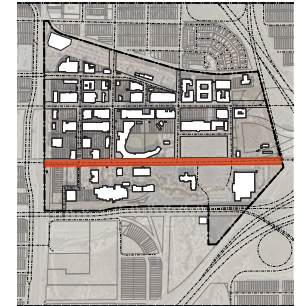


Rendering by Sasaki Associates

RENO AVENUE



Key Plan



Destination Street

Wide Boulevards

Trees and Landscapes

Landmark Bridge

See Appendix I, Page 107 & 108 for Proposed Reno Avenue Layout

Proposed

Reno Avenue has been envisioned as a boulevard to ensure comfort and safety for all street users. Shaded by lush trees and plantings, walking down Reno Avenue will make pedestrians feel like strolling on a promenade. Existing drive lanes have been readjusted to allow more space for medians, sidewalks, street trees and pedestrian amenities like seating, transit stops, bike and scooter stations. These will enrich the pedestrian experience as they enhance walkability, access to infrastructure and shade.

Proposed Reno Avenue looking East



Existing Intersection at Reno Avenue & Mickey Mantle Drive



Aerial view of Bricktown showing historical Walnut Bridge



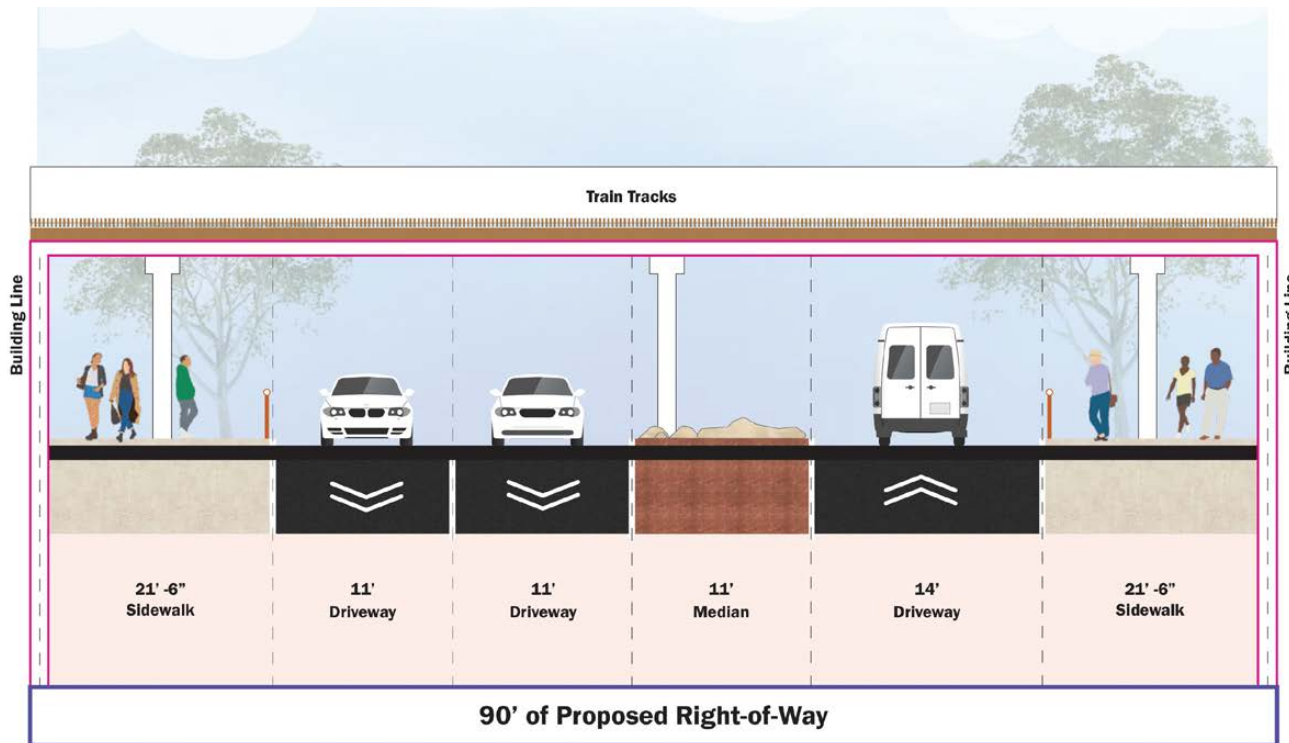
The vision for Reno Avenue began with the thought of making it a pedestrian focused street, given its access and direct connection to high traffic destinations such as the Oklahoma City Convention Center, Myriad Gardens and Scissortail Park. Reno Avenue often sees large crowds when the Comets play at the Chickasaw Bricktown Ballpark. When coupled with the direct connection to the upcoming Continental Coliseum and the MAPS 4 Multipurpose Stadium, the need for elevated pedestrian experience is apparent. Therefore, Reno Avenue is proposed to be a wide boulevard with street front restaurants, live music bars, office buildings, sport venues and direct access to the Bricktown Canal.

The intersection at Reno Avenue and Mickey Mantle Drive has always been a major center for people to gather. The image to the top left shows the unmanaged condition of the intersection. The proposed rendering on the right shows the use of brick paving at the intersection with curb extensions, wider crosswalks, plantings to establish a welcoming environment for pedestrians. It emphasizes the importance of the intersection which is reflected in its design. Drawing inspiration from the industrial history of the district (as shown in the bottom left image), architectural metal truss and lighting enhancements bring new life to the Reno canal bridge, making it a scenic destination. It is no longer just a way to get across—it is a place to be. The overall aesthetic of the streetscape creates a visual focal point that draws the eyes toward the new Oklahoma City landmark at Centennial Plaza.

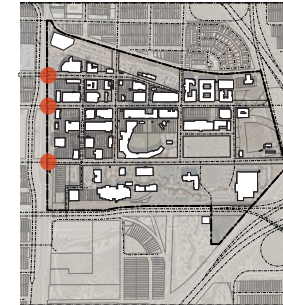
Proposed intersection improvements at Reno & Mickey Mantle



BRIDGE UNDERPASS



Key Plan

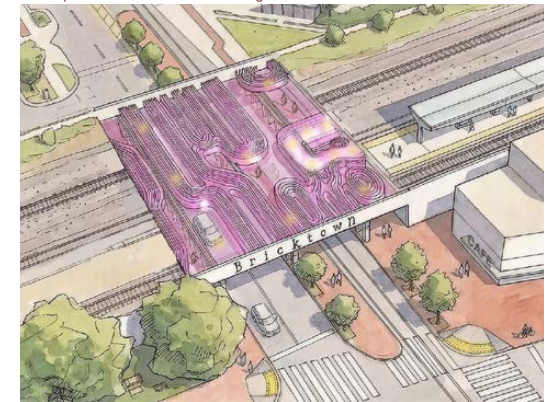


Transition Street

Pedestrian Zones

Gateway

Proposed Street Layout at Sheridan Ave



Rendering by Sasaki Associates

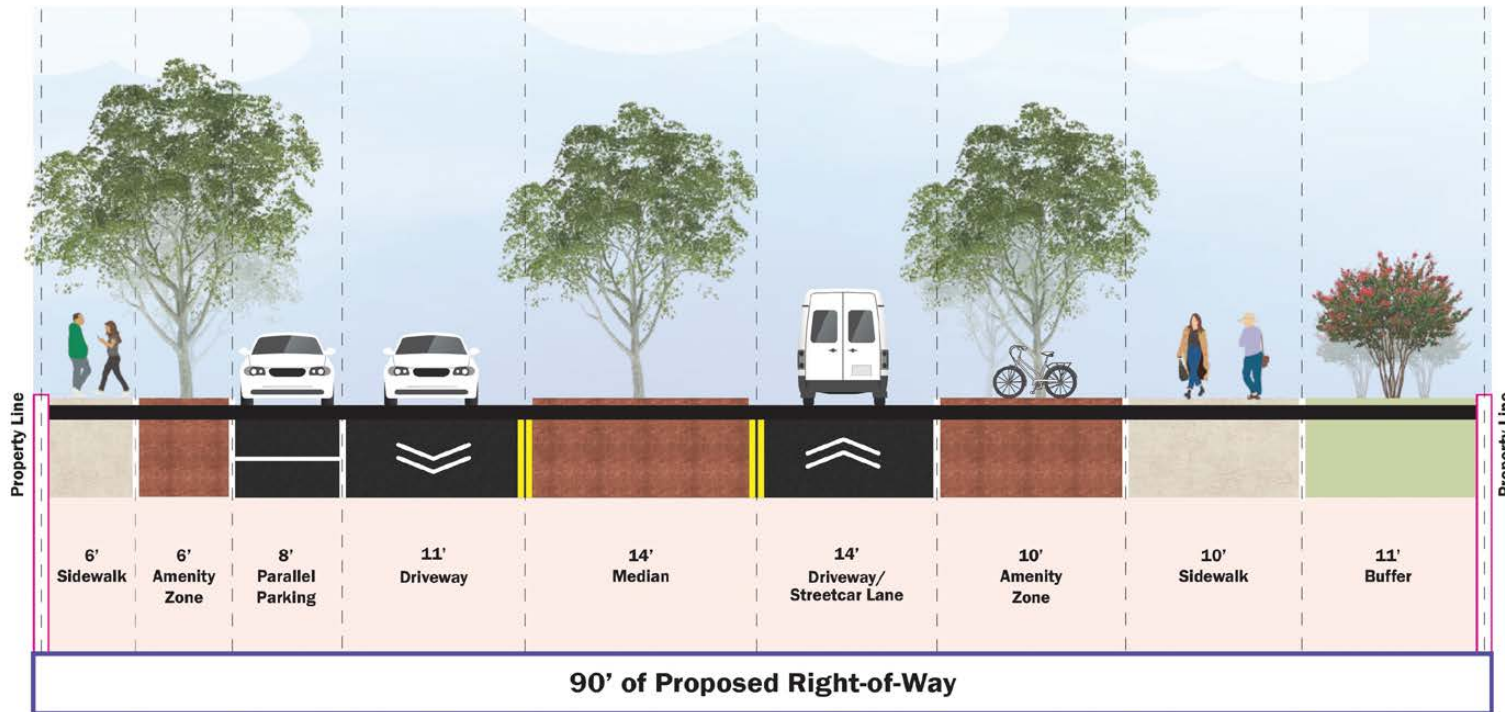
Proposed

Painted with multi-colored murals, the bridges are gateways to the Bricktown District and have been a place of public art expression. The design focuses on establishing safe pedestrian zones underneath the bridge underpasses which coincides with the proposal in the new Downtown Master Plan. As shown in the bottom right image, the proposed concept features three drive lanes, one lane going into the district and two lanes coming out. The sidewalks extend on both sides and a median is added to enhance pedestrian experience. The proposed design is applicable to intersection of EK Gaylord at Main Street, Sheridan Avenue and Reno Avenue.

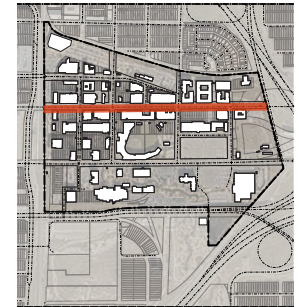
Proposed bridge underpass improvements at Sheridan Avenue & EK Gaylord Boulevard



SHERIDAN AVENUE



Key Plan



Activity Street

Wide sidewalks

Wide Medians with trees and bricks

Transit Stops

See Appendix I, Page 109 & 110 for Proposed Sheridan Street Layout Plan

Proposed

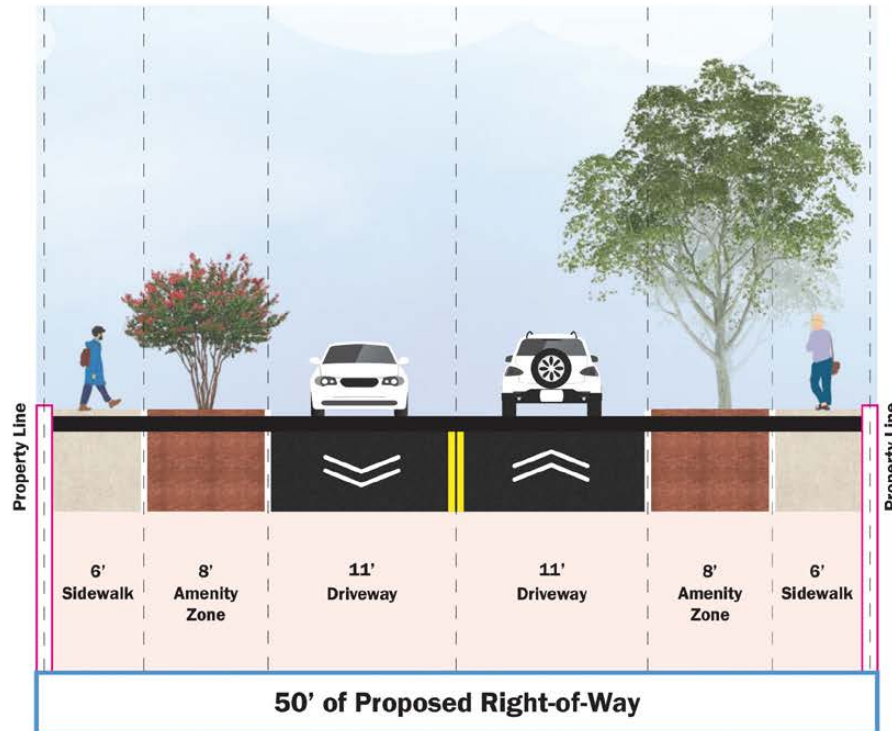
Lined with retail, businesses, local restaurants, music venues and apartments, Sheridan Avenue is a mixed-use street serving a variety of users. Median improvements, wider sidewalks, dedicated on-street parking lanes, and expanded curb bulb outs at intersections ensures more room for pedestrians and enhances opportunities for more trees, ADA access, pedestrian infrastructures, commerce and outdoor seating.

From morning coffee in Film Row to late-night dinners and drinks in Bricktown, Sheridan Avenue is the urban artery where Oklahoma City meets its local culture.

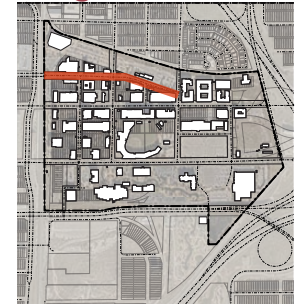
Proposed Sheridan Avenue looking West



MAIN STREET



Key Plan



Local Street

Walkable

Well-Shaded

Tree Preservation

See Appendix I,
Page 111 for Proposed
Main Street Layout
Plan

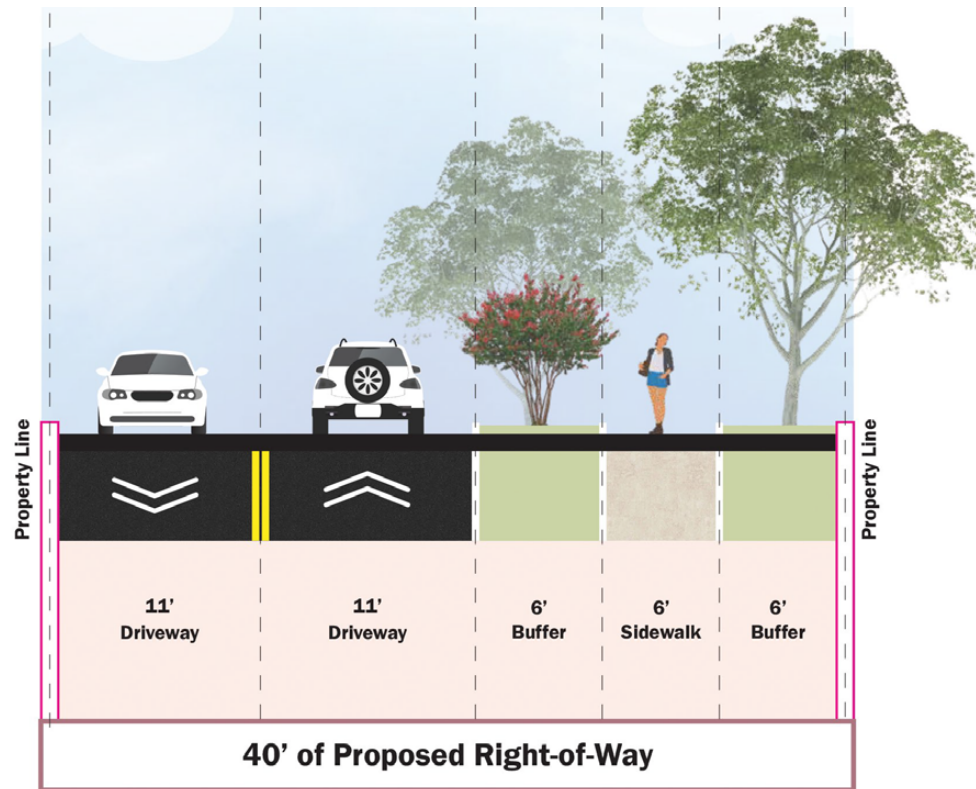
Proposed

Main Street is primarily well-shaded with wide tree canopies and sidewalks on both sides, but the lower east end lacks crosswalks and sidewalks. The proposed concept repurposes the wide road pavement to two drive lanes to extend the curb for a pedestrian amenity zone, street trees and sidewalk. As indicated in the plan (Appendix I, Page 111), the proposed raised crosswalk under the Walnut bridge ties a strong connection from the well-landscaped pedestrian path from Mickey Mantle Drive to Main Street.

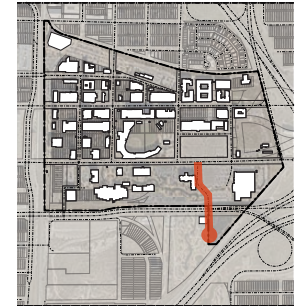
Proposed Main Street improvements looking East



CENTENNIAL DRIVE



Key Plan



New Public Street

New Pedestrian Pathway

Well-Shaded

Well-Connected

Roundabouts

See Appendix I,
Page 112 for
Proposed Centennial
Drive Layout Plan

Proposed

The transformation of Centennial Drive into a public thoroughfare creates a new gateway connecting the heart of the Bricktown District to the Boathouse District. Imagine a beautifully landscaped, shaded path designed for both bikers and walkers, lined with possible future developments such as retail, shops and residences. The addition of sidewalks with street trees and dedicated lanes ensures a shaded, accessible route that will anchor future mixed-use projects and enhance connectivity to the Bricktown Canal.

Proposed intersection at Centennial & Reno



Existing driveway and parking lot in front of Truck Yard

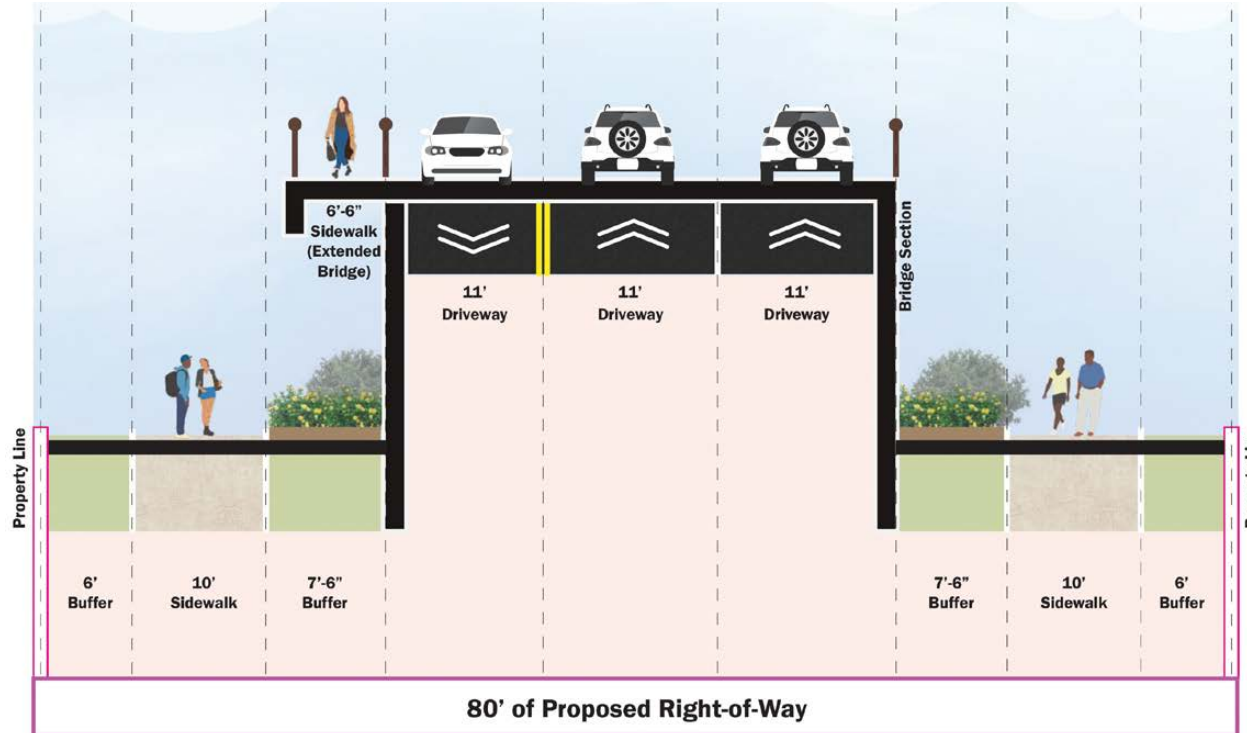


Proposed Centennial Drive as a public street and parking lot improvements

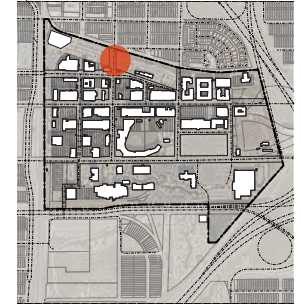


The image to the left shows the large parking lot facing Truck Yard. Without a walkable connection to the main street, the area feels abandoned, defined only by the passing cars and occasional encampments under the bridge. This creates an atmosphere of neglect and significantly diminishes the perception of safety. The proposed rendering above signifies the importance of how a planned street with roundabouts, pedestrian pathways and thoughtful landscaping can transform the barrenness of asphalt and concrete. With more pedestrian-friendly experiences, the lower Bricktown Canal can transform into a safer and more vibrant spot for visitors seeking good food, music and recreation opportunities.

WALNUT AVENUE BRIDGE



Key Plan



Historic
Preservation

Walkable
Connection

Symbolic Landmark

See Appendix I,
Page 113 for
Proposed Walnut
Avenue Layout Plan

Proposed

Preserved as one of the historical landmarks in the Bricktown District, Walnut Bridge was reconstructed with visual improvements, period lighting and accessibility features in the early 2000s. To give continuity to the improvements, a pedestrian walkway has been added to the left side of the existing bridge. The walkway addition follows the same slope as the existing bridge with resting platforms at intervals for ADA access. Enhancements like live walls and planting beds, sidewalks on street level and bridge level, and period lighting features characterize the bridge as a symbolic gateway of historical and modern-day Bricktown District.

Proposed improvements to Walnut Bridge showing additional pedestrian pathway



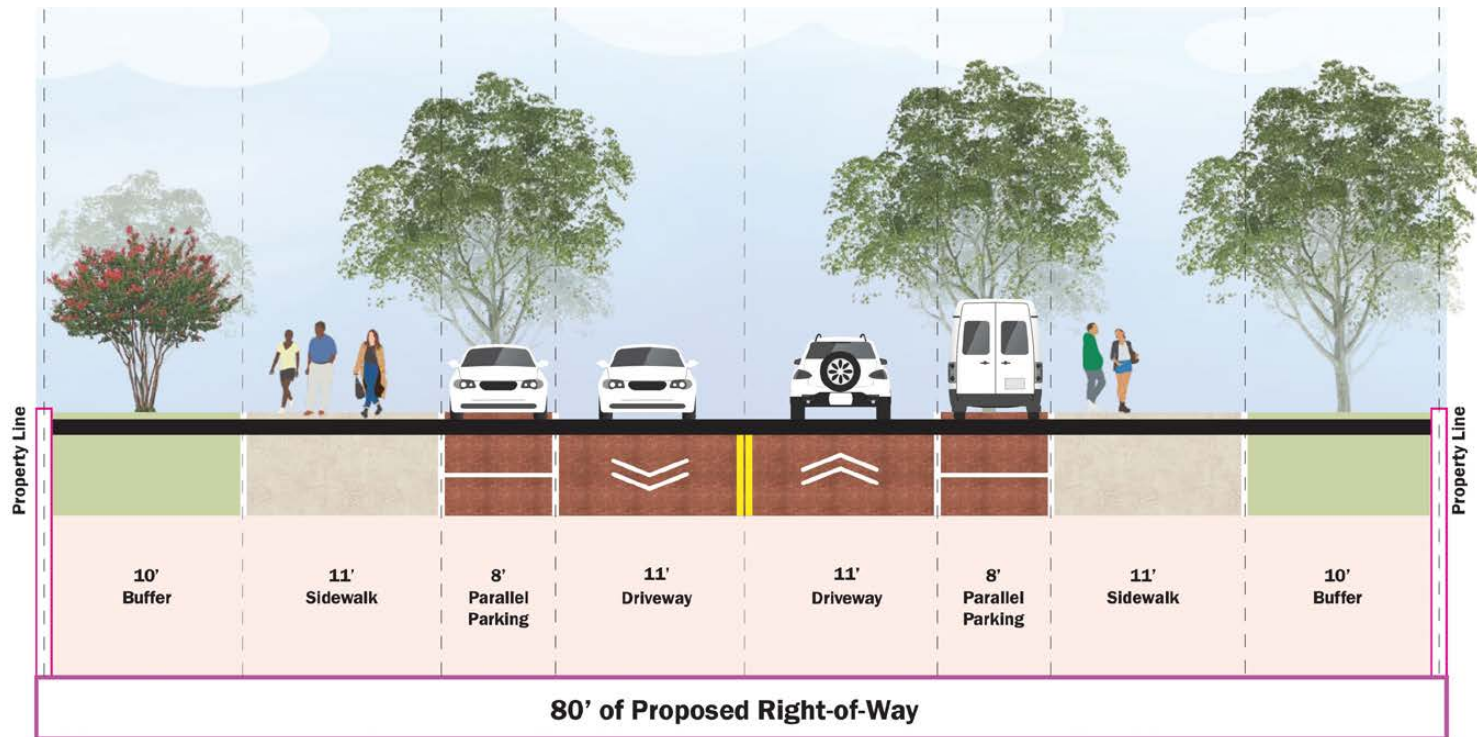
Existing Walnut Avenue looking North towards the bridge



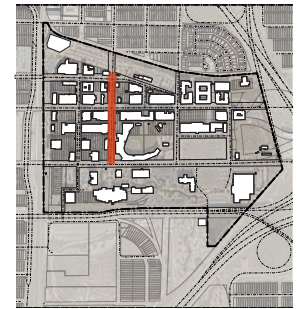
Proposed improvements at Walnut Avenue looking North



MICKEY MANTLE DRIVE



Key Plan



Brick Paved Street

Wider Sidewalks

Well-Shaded
Pedestrian Pathway

Formal On-street
Parking

See Appendix I, Page
113 for Proposed
Mickey Mantle Drive
Layout Plan

Proposed

Mickey Mantle Drive is a focal point for tourism and sports in the Bricktown District anchored by the Chickasaw Bricktown Ballpark and family friendly attractions such as Brickopolis, Bricktown Canal and dining options. The proposed brick paved avenue features pedestrian crossings, formalized on-street parallel parking/ drop-off lanes and extended sidewalks that accommodate mass flow of visitors. The bulbouts for pedestrian crossings are strategically located to connected existing three alleys which gives opportunities to reimagine alleys as pedestrian zones.

Proposed improvements to Mickey Mantle Drive looking towards Bricktown Canal on the West



Alternating concrete and brick pavers as a pavement on Wanda Jackson Way



Colorful building block patterns as a pavement on Wanda Jackson Way



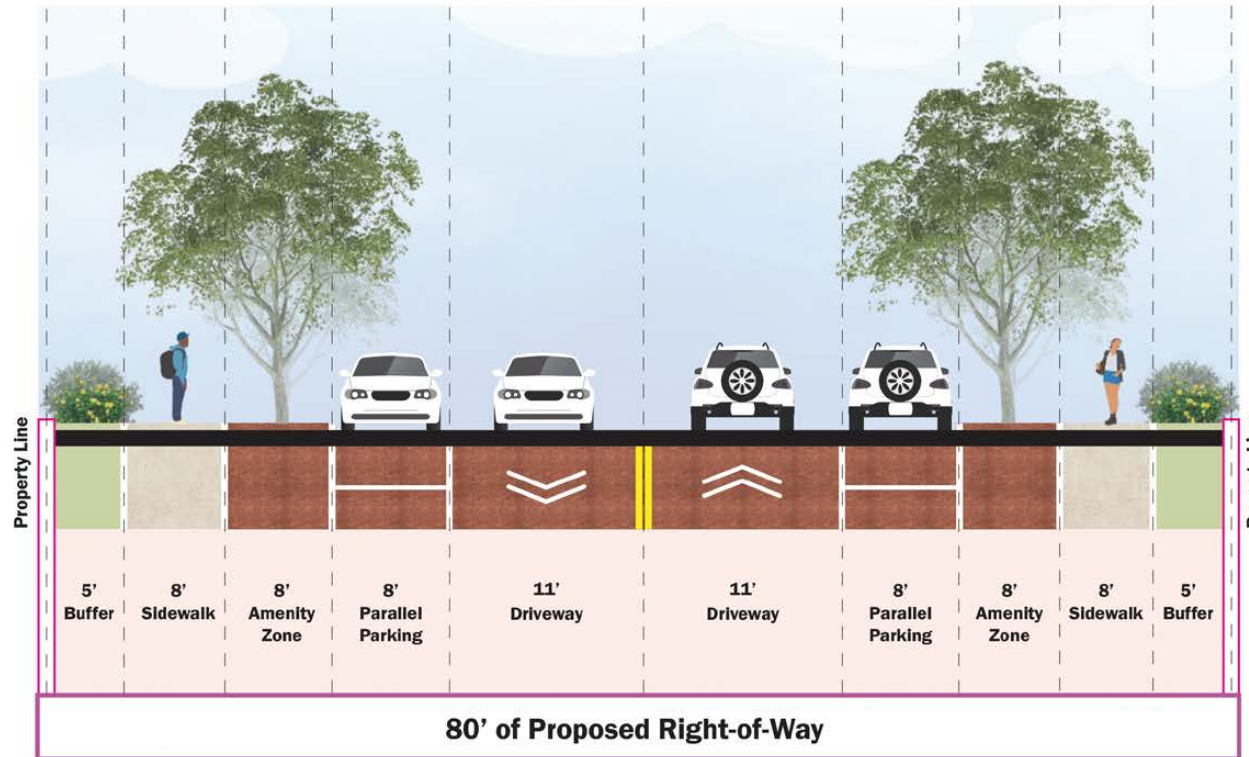
REIMAGINING ALLEYS

Mickey Mantle Drive gives direct access to multiple attractions in the Bricktown District. Given its vital location, additional pedestrian crosswalks have been proposed for better accessibility. These crosswalks are positioned so that they connect the existing alleys. This allows room for creative placemaking in the existing alleys and transform them into pedestrian zones during major events and fixed daytime hours.

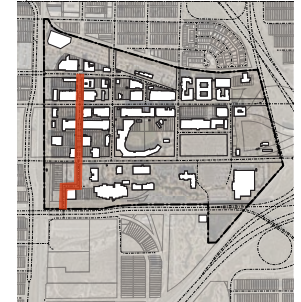
Wanda Jackson Way has multiple access points to the Bricktown Canal below. The top left image shows a simple intervention of using alternate bands of brick pavers and concrete as pavement material. The pavement pattern seamlessly compliments the essence of the Bricktown District. The image on bottom left features colorful building blocks as pavement that adds a playful character and makes it a family-friendly destination. With the bright colors in the alley, it can become a playspace for kids and adults alike. The details of the pavement is given in [Chapter 6 Streetscape Elements & Standards, Pg 98.](#)

In both options, the addition of hanging lighting features and planter pots enhance beautification and perception of safety in the alley. Reimagining alleys as pedestrian spaces breathes new life into the district's look and social scene.

OKLAHOMA AVENUE



Key Plan



Brick paved Street

Tree Preservation

Median Addition

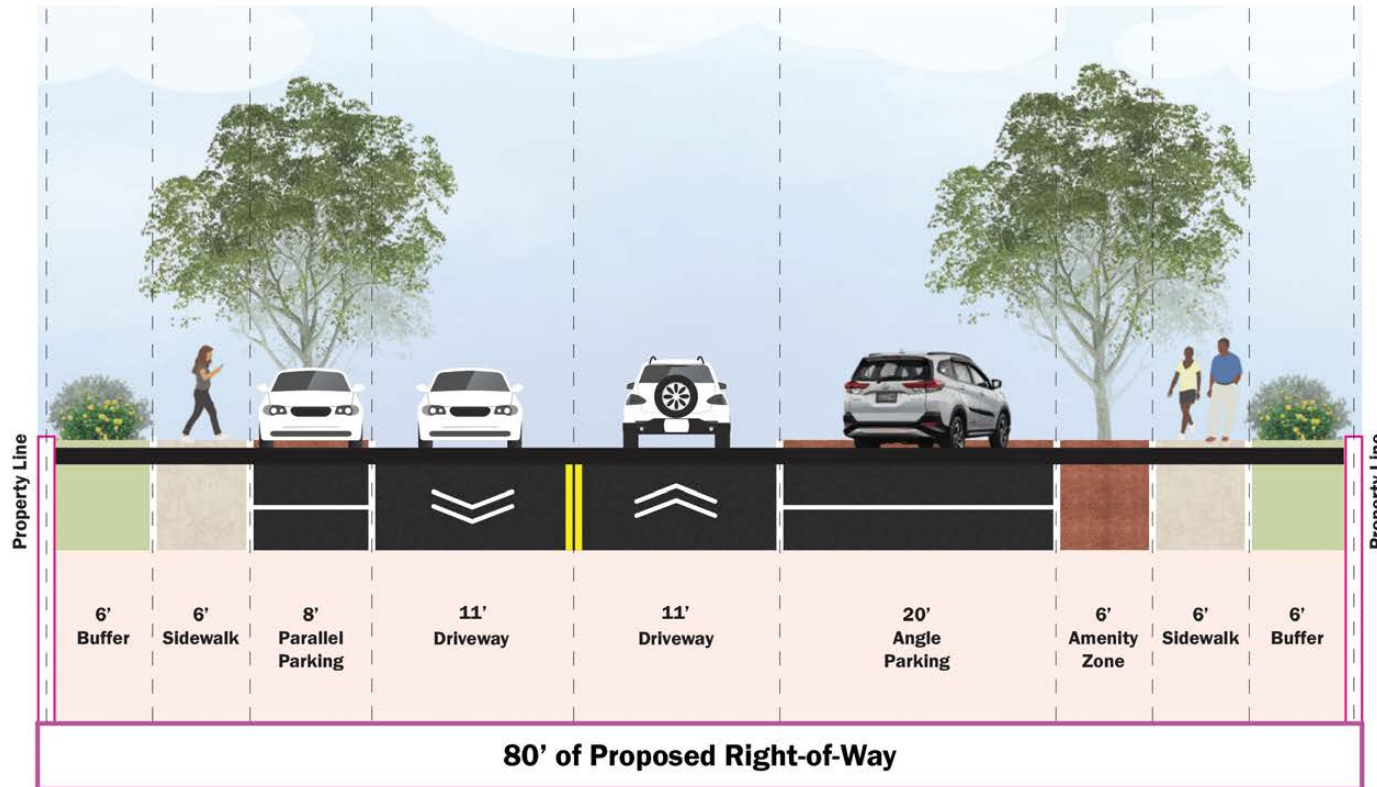
Landmark

See Appendix I, Page 114 for Proposed Oklahoma Avenue Layout Plan

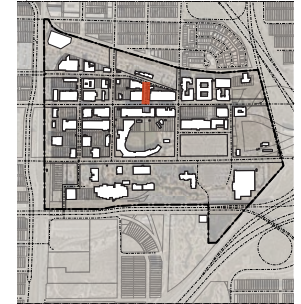
Proposed

While preserving the brick paved street, Oklahoma Avenue is proposed to be a pedestrian-oriented avenue. Oklahoma Avenue will serve as a vital bridge between tourism and the district's social scene with convenient access to prominent hotels, restaurants, breweries and the proposed Boardwalk at Bricktown. The street layout involves curb bulb outs at intersections, preserving existing street trees in amenity zones and formalizing the drive lanes and on-street parking with a central median that will enhance the safety and aesthetic aspect of the street.

VINCE GILL AVENUE



Key Plan



Cultural
Importance

Service-Oriented

On Street Parking

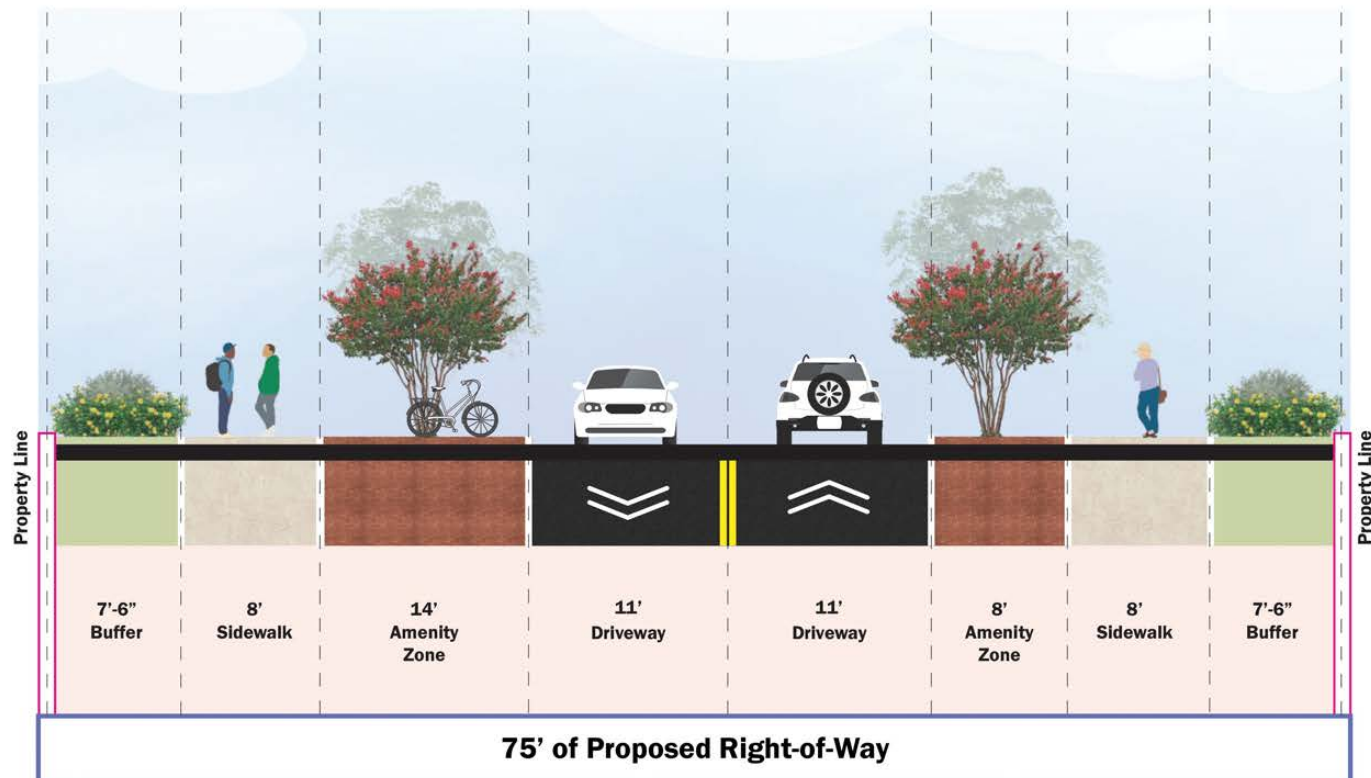
Sidewalk Addition

See Appendix I,
Page 114 for
Proposed Vince Gill
Avenue Layout Plan

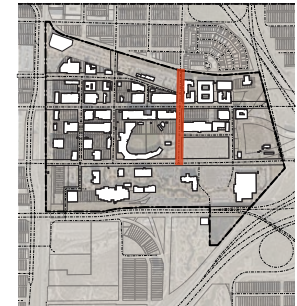
Proposed

Vince Gill Avenue is a part of the Oklahoma Music Trail, and it commemorates the music icons in Oklahoma. Franchise restaurants, offices and music venues are located at the cornerstones of the street. To enhance the physical and social aspect, the street has been redesigned with sidewalk additions, street trees, formalized parking lanes and drive lanes. Proposed pedestrian improvements include bump outs to shorten crossing distances and high visibility crosswalks at intersections.

JOE CARTER AVENUE



Key Plan



Repurposed Lanes

Wide Sidewalks

Wide Amenity Zones

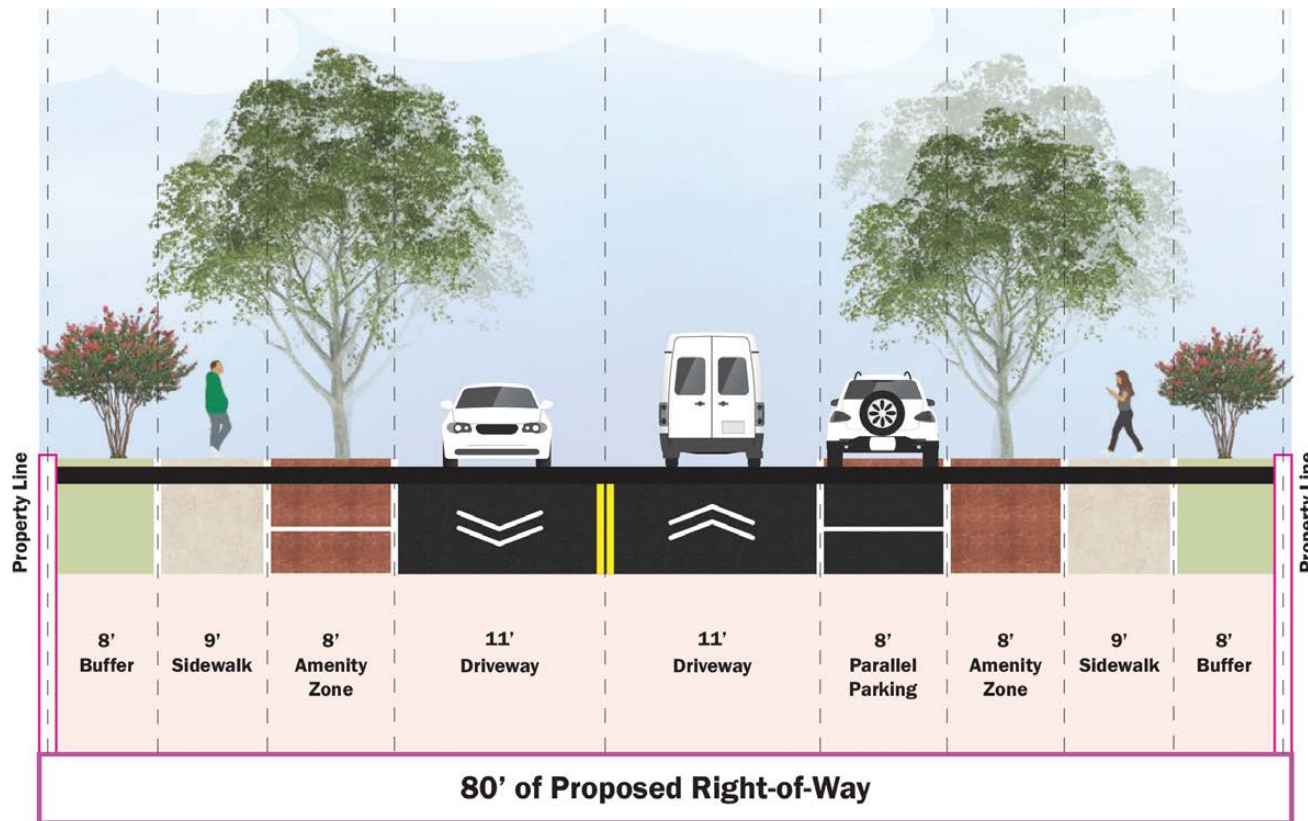
Connection to
Deep Deuce District

See Appendix I,
Page 115 for Proposed
Joe Carter Avenue
Layout Plan

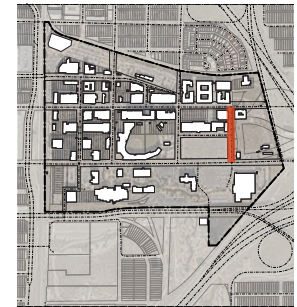
Proposed

The major obstacle in the street has been the large overhead utility poles that consume the sidewalk area. Since Joe Carter Avenue is a major connector street from Deep Deuce to the Bricktown District, the redesign focuses more on walkability and safety for pedestrians. The street layout repurposes the wide road pavement area and reduces it to two lanes allowing extra pedestrian space for sidewalks and amenity zones.

CHARLIE CHRISTIAN AVENUE



Key Plan



Walkability Improvement

Stronger Link to Attractions and Amenities

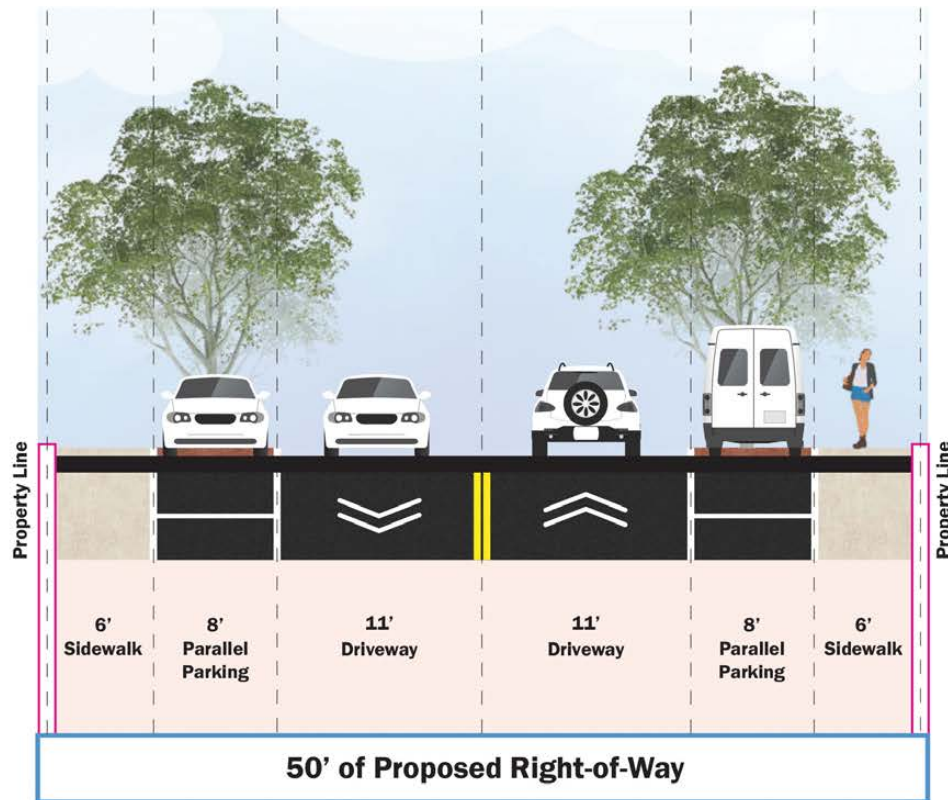
Well-Landscaped

See Appendix I, Page 115 for Proposed Charlie Christian Avenue Layout Plan

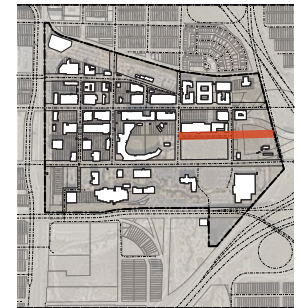
Proposed

This street has been completely redesigned to accommodate two drive lanes, sidewalks on both sides, crosswalks with bulb outs, street trees and occasional on-street parking. Improving Charlie Christian Avenue with shaded sidewalks will create better walkable links between northern residential and hotel hubs, lower Bricktown to the south, and Chickasaw Bricktown Ballpark to the west.

KINGS OF LEON LANE



Key Plan



Formalized Street

New Street Addition

Pedestrian Link

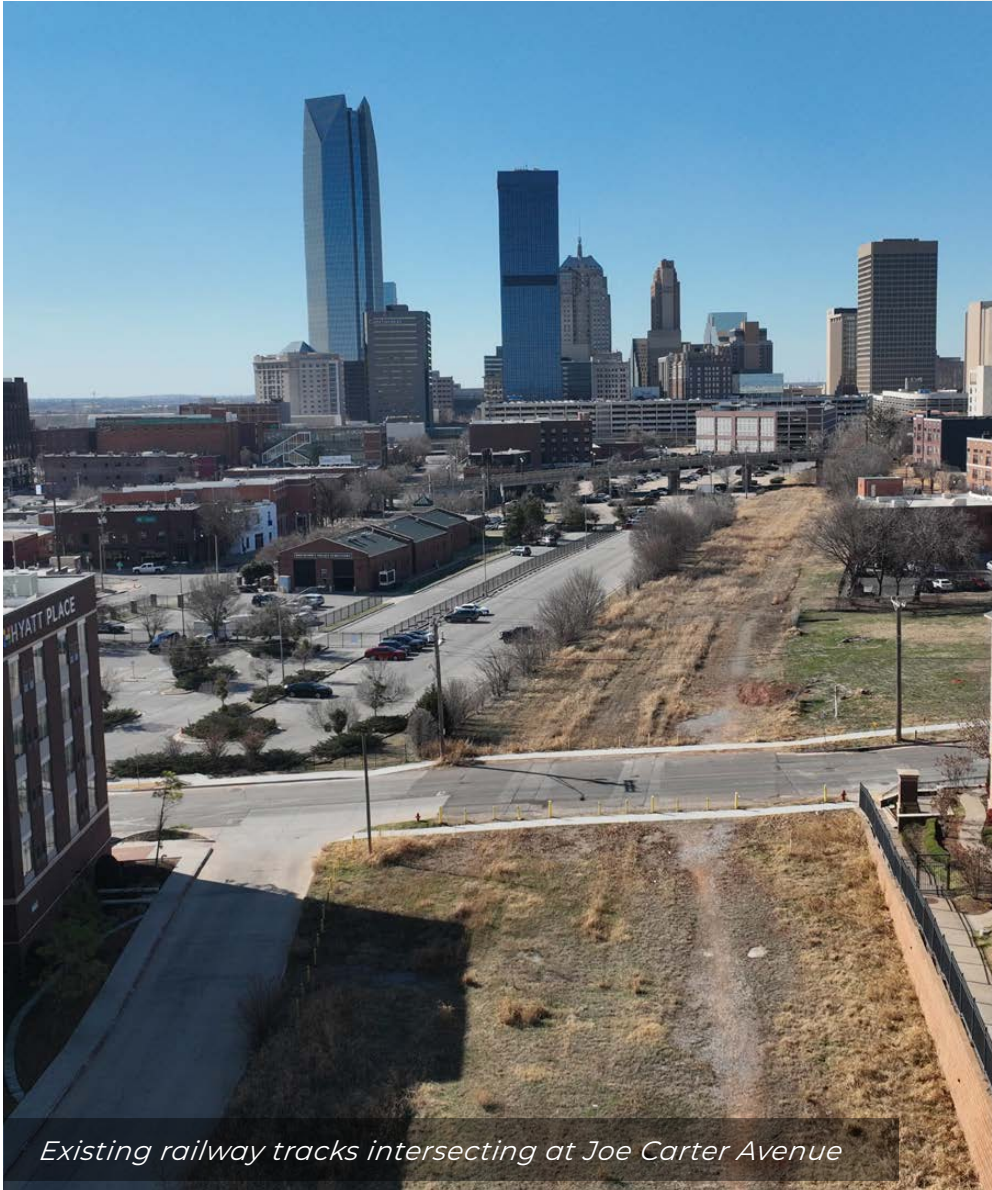
Connection to Lincoln Boulevard

See Appendix I, Page 116 for Proposed Kings of Leon Ln Layout

Proposed

The proposed improvements for the existing street feature raised pedestrian crossing to meet the pedestrian platform, locating stop signs and adding bulb outs at intersections. As mentioned before, extending the existing street to meet Lincoln Boulevard is a vital opportunity to introduce street frontage for future developments. The new street features two drive lanes with sidewalks and on-street parking on both sides.

B. PEDESTRIAN PATHS & ALLEYS



Existing railway tracks intersecting at Joe Carter Avenue

Integrating walkability in the Bricktown District is essential to make it transition into a mixed-use urban district. Accessibility is the heartbeat of street life. The easier it is to walk, the more vibrant the community becomes. Pedestrians spend more than drivers. Making the streets easier to navigate on foot encourages visitors to linger longer, visit more shops, and dine at restaurants.

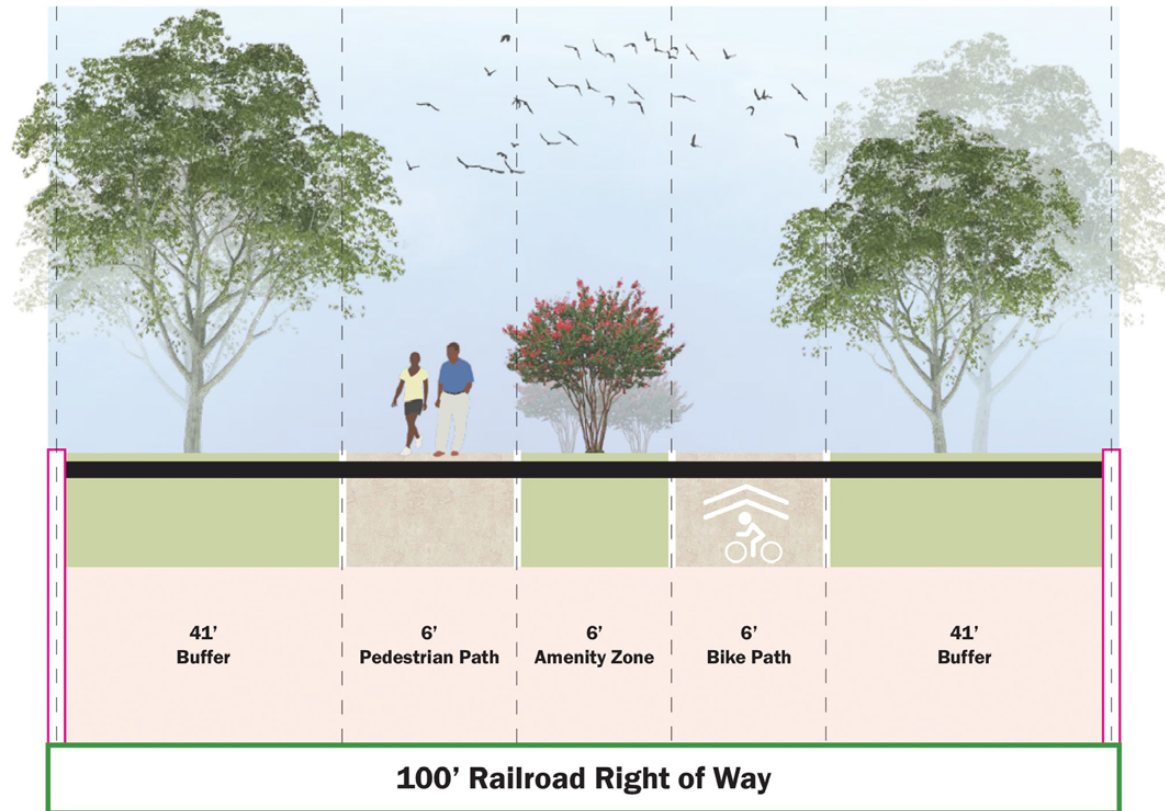
The focus of this section is to develop a seamless pedestrian network accessible from surrounding districts such as the residential Deep Deuce District, business-oriented City Center and recreational Boathouse District. The proposed pedestrian network includes a new pedestrian and bike trail, revitalization of existing alleys and the addition of pedestrian pathways with shade in existing parking lots.

The image on the left shows the abandoned railway track separating the Deep Deuce District and Bricktown District. Given the cityscape in the background, you can imagine this as a linear park with pedestrian and biking trails seamlessly weaving into the center of the city (shown in image to the right).

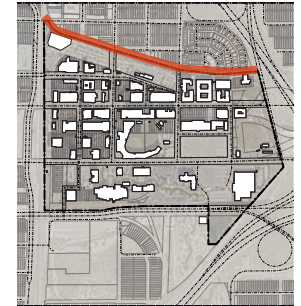
Transformation of abandoned railway tracks into a vibrant pedestrian and bike trail



PEDESTRIAN AND BIKE TRAIL



Key Plan



Walkability
Improvement

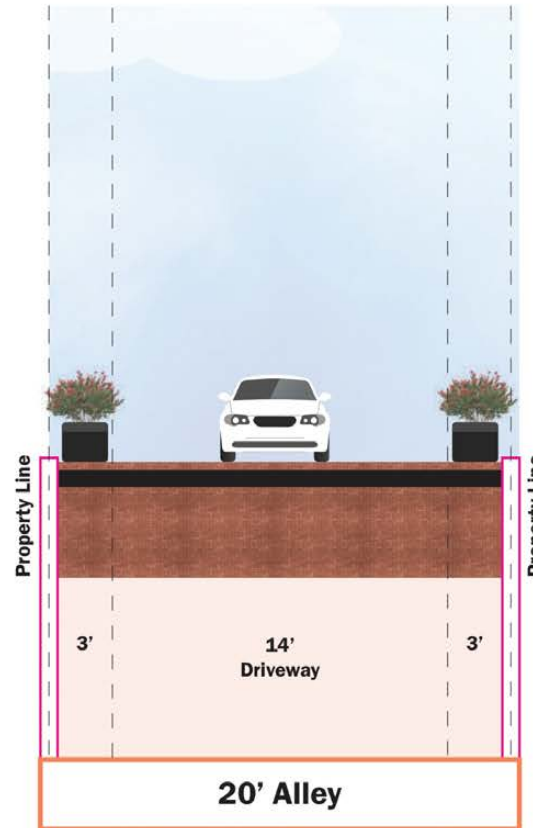
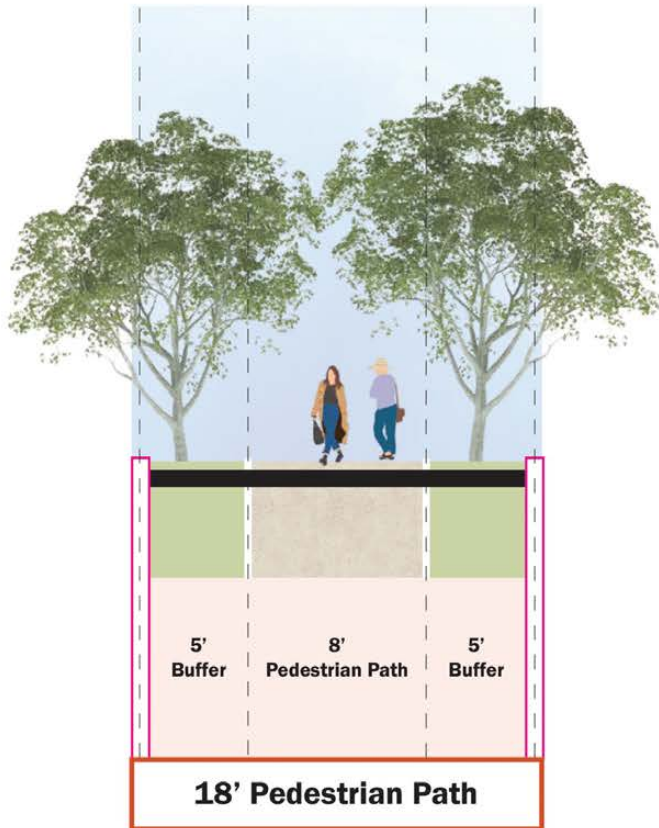
Strong Pedestrian
Connection to
Adjacent Districts

Pedestrian & Bike
Infrastructures

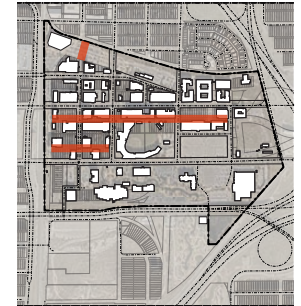
Proposed

Stretching east to west, the 100' railway Right of Way (ROW) has been proposed as a pedestrian and bike trail. As suggested in the new Oklahoma City Downtown Masterplan, it will become a continuous linear park interwoven into different parts of the downtown area. The separation between pedestrian and bike path was intentional to preserve the existing trees and to plant new vegetation in the future. The central amenity zone becomes a place to rest with furniture, waterspouts and other recreational opportunities.

PEDESTRIAN PATHS & ALLEYS



Key Plan



Walkability Improvement

Stronger Linkage to Attractions and Amenities

Well-Landscaped

See Appendix I, Page 111 for Proposed Pedestrian Path Plan

Proposed

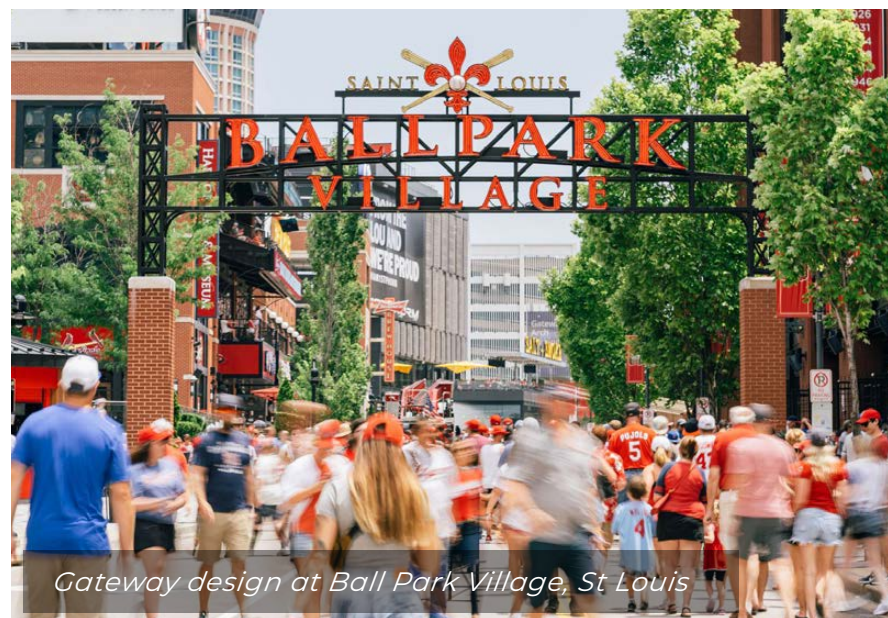
The proposed pedestrian pathway connects Oklahoma Avenue to the existing dog park in the Deep Deuce District. This would allow for improved pedestrian connection by providing dedicated sidewalks and shade between the two districts. This can reduce the heat island effect in large concrete paved areas by integrating more permeable surfaces and vegetation. The existing alleyways are proposed to be brick paved and they should integrate planter pots and period lighting features as given in [Chapter 6 Streetscape Elements & Standards](#).

C. PUBLIC SPACE DESIGN

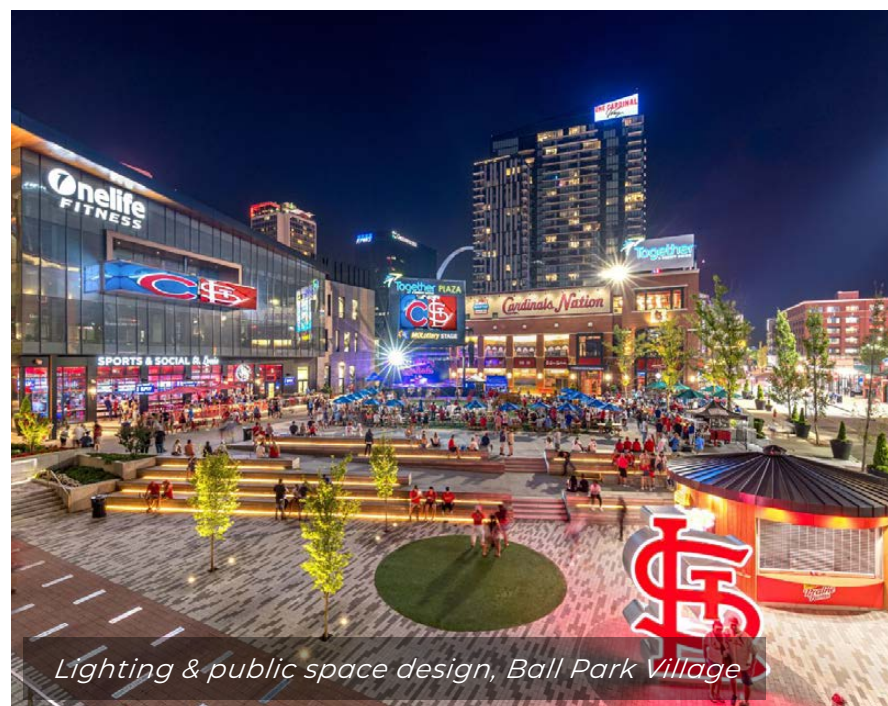
Thoughtful public space design bridges the gap between the Bricktown District's rich history and its future growth. Reimagining existing public spaces alongside the new proposed public spaces (details in Pg 78-83) will shape how people experience the district, making them want to stay longer, visit more businesses, and keep visitors engaged. Creative placemaking in public spaces can become the foundation of Bricktown's success as a premier entertainment district.

The Bricktown board members have a collective vision of the Bricktown District that cater the modern-day entertainment needs while preserving the essence of the district and enhance its music culture. Interactive art in public spaces can become a medium for expressing music and dance (discussed in Pg 77). Lighting features with sound systems can be integrated to basic walkways that will make the district feel vibrant and alive at all hours. Consequently, visual improvements to the existing bridges within the district and the Bricktown Canal can include re-painting murals and interactive lighting.

Investments in these improvements through local sponsorships can allow the city to host year-round events, festivals, and holiday displays. It directly benefit local businesses as it ensures high quality walkable spaces that naturally connect the canal, restaurants, and retail shops. It will turn the district into a memorable destination that people want to share online.



Gateway design at Ball Park Village, St Louis



Lighting & public space design, Ball Park Village

Images credited to Explore St Louis



*Musical pathway at the building entrance-
North Boulder Library, Colorado*

Interactive Art

Designed by Daily Tous Le Jours, public art installations such as Walk Walk Dance and We Can Dance feature large-scale choreographic walkways that track pedestrian movement. Each line on the ground is synced to a harmony and rhythm. As people step along the path, their footsteps trigger custom beats and melodies, turning a basic walk into a collaborative public dance floor. It can be incorporated into seatings at plazas, bollards and curbs along pathways and sidewalks as integrated landscape element or a standalone element. These simple elements can invite passersby into the Bricktown District to a vibrant experience of sound, rhythm and light.



Bollards as musical pathway- Mill Ridge Park, Antioch, Tennessee



City hall plaza into a dance floor- Heerlen, NL

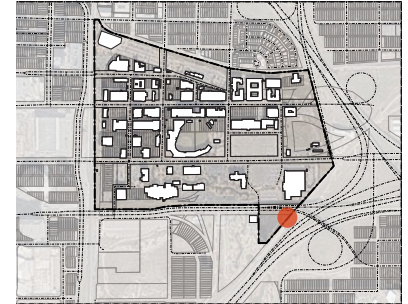
Images in this section are credited to Daily Tous Le Jours

RENO GATEWAY PLAZA

Renderings by LAUD Studio



Key Plan



Transforms Bricktown's largest and most visibly exposed entrance into a monumental gateway

Spans the roadway to extend the iconic entry experience to both drivers and pedestrians

Activates an unused lot with interest for visitors both day and night

Proposed

A grid of brick sculptures signify an industrial setting, paying homage to Bricktown's past while creating an attraction for its future visitors. The column sculptures are composed of backlit open brick work, changing as the viewer moves through them and from day to night. Combined with subtle land forming and loose grasses, the ground plane assumes an additional artistic component to the scene.

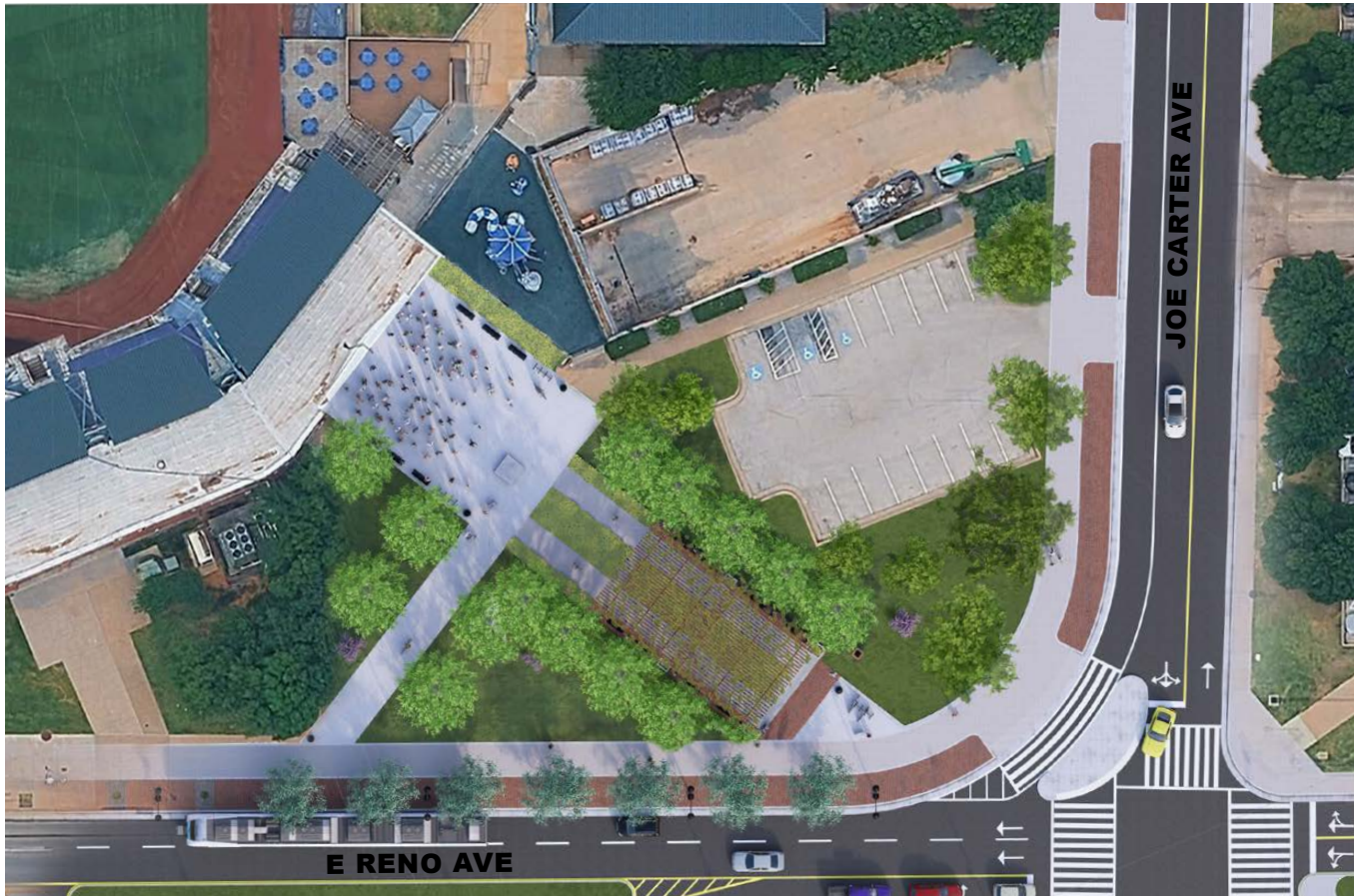
Proposed Reno Entry Plaza

Renderings by LAUD Studio

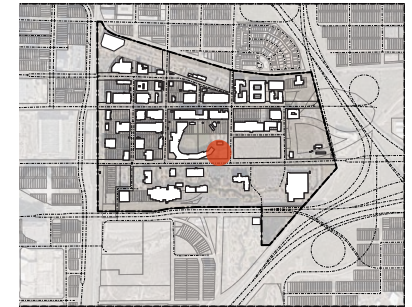


WARREN SPAHN PLAZA

Renderings by LAUD Studio



Key Plan



Frames and balances the existing Warren Spahn statue

Creates a shaded pre and post game gathering space

Increases pedestrian connectivity to high volume parking areas

Proposed

The proposed plaza expansion transforms the east entrance to the Ballpark stadium into a valuable, comfortable outdoor park with axial views to the statue honoring Warren Spahn. Parking area has been redesigned to accommodate more greenery. Well-shaded pathways accommodate comfortable pedestrian experience. The pathway from the street corner features a resting spot with benches, central flower beds and trellis-covered pergolas.

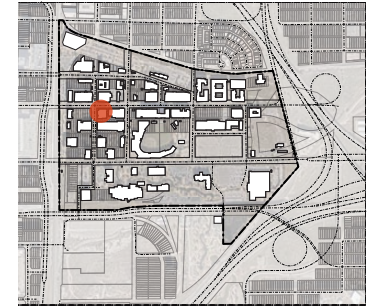


SHERIDAN ENTRY PLAZA

Renderings by LAUD Studio



Key Plan



Welcomes visitors from downtown

Brings seating and shade to an exposed environment for comfort

Repairs an existing water feature leveraging past investment

Proposed

The proposed plaza establishes a small gathering space around existing water feature infrastructure. A vine-covered shade structure enhances comfort for users, and ties in materiality from other plazas to reinforce a design language unique to the Bricktown District.

View of proposed plaza from Sheridan Avenue looking South

Renderings by LAUD Studio



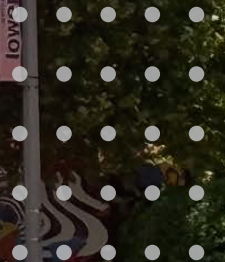
A. Planting and Accessories

B. Streetscape Amenities

C. Street Hardscape

D. Maintenance Plan

STREETSCAPE ELEMENTS & STANDARDS 06



Introduction

On top of the form established by new roadway and sidewalk widths for better pedestrian connectivity and safer streets, we also wanted to explore how consistent materials throughout the district could enhance the character and placemaking ability in the Bricktown District.

These design choices honor the historical roots of Bricktown through period-appropriate materials and reinforce Bricktown's status as a premier destination for tourists and locals with attractive plantings, furnishings, and paving finishes. Comfort for visitors is enhanced with shade and seating. Sculptural gateway markers and signage improve wayfinding and create iconic photo opportunities for visitors to memorialize their stay.



A. Planting and Accessories

Groundcover

Typical ground level plantings throughout the district would include evergreen shrubs and hedges. In higher profile areas with the most foot traffic, a more diverse planting mix will create seasonal interest and display Oklahoma's native prairie plantings to visitors.



Guidelines

While plantings are a key element for creating attractive, inviting, and comfortable streetscapes throughout Bricktown, there are logistical realities that must be considered. In the following pages, strategies for successful implementation of a robust planting approach are shown including:

- Overcoming Space Limitations
 - Under power lines
 - Along street car routes
 - In small planting beds
 - At narrow walkways
- Moderating Maintenance
 - Targeted plantings with highest needs
 - Tree grates for tree health without plant maintenance
 - Automated irrigation for all plantings

Shade Trees

These shortlisted trees are suitable for general street conditions where a broad canopy is desirable for shade and has sufficient space to develop.

Acer buergerianum

Trident Maple

HEIGHT: 30' SPREAD: 20'



Ab

Ginkgo biloba 'Princeton Sentry'

Princeton Sentry Ginkgo

HEIGHT: 40' SPREAD: 20'

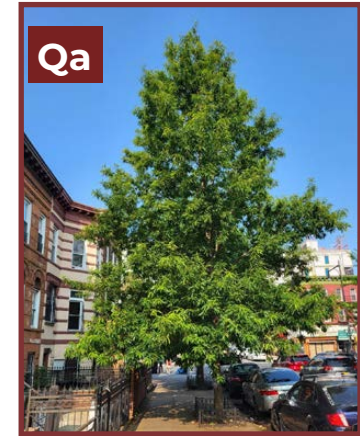


Gb

Quercus acutissima

Sawtooth Oak

HEIGHT: 50' SPREAD: 40'



Qa

Taxodium ascendens

Pond Cypress

HEIGHT: 30'-70' SPREAD: 15'-20'



Ta

Ulmus crassifolia

Cedar Elm

HEIGHT: 30' SPREAD: 30'



Uc

Utility Shrubs

Large shrubs with tree-like form provide shade while staying short below the significant overhead electrical infrastructure throughout Bricktown.

Acer tataricum ssp. ginnala

Amur Maple

HEIGHT: 15' SPREAD: 15'



Amelanchier x grandiflora



Chitalpa x tashkentensis

Chitalpa

HEIGHT: 20' SPREAD: 20'



Lagerstroemia indica 'Tuscarora'

Tuscarora Crape Myrtle

HEIGHT: 15' SPREAD: 10'



Myrica cerifera

Wax Myrtle

HEIGHT: 10' SPREAD: 8'



Prunus caroliniana 'Bright & Tight'

Bright & Tight Cherry Laurel

HEIGHT: 8'-10' SPREAD: 8'



Utility Trees

Narrow trees are selected for their ability to grow up in tight quarters especially along streetcar lines.

Lagerstroemia indica 'Natchez'
Natchez Crape Myrtle

HEIGHT: 18' SPREAD: 15'



Viburnum prunifolium
Blackhaw Viburnum

HEIGHT: 12' SPREAD: 6'



Juniperus virginiana 'Taylor'
Taylor Juniper

HEIGHT: 30' SPREAD: 3'



Quercus x warei 'Nadler'
Kindred Spirit Oak

HEIGHT: 30' SPREAD: 6'



Liquidambar styraciflua
Slender Silhouette Sweetgum

HEIGHT: 60' SPREAD: 3-6'



Maintenance

Landscape maintenance is key to keeping plants, lawns, and trees in good health and an attractive asset for Bricktown. Weekly visits throughout the year will include general bed maintenance of weeding, pruning, leaf and litter clean up, and plant health observations. April-October will include mowing of all lawns and turf areas, with perimeter edge trimming for a clean finished look. Monthly irrigation evaluations to adjust run times based on plant needs and identify any broken system elements will keep plant material appropriately watered throughout the growing season. Quarterly maintenance on tree grates will keep them clear of litter, set flush and securely in walkways for safety, and will monitor tree growth for timely increases in grate opening size as trees grow. With this consistent and targeted approach, the planting spaces throughout Bricktown will be well kept and inviting to visitors year round.

Structural Soil

Where trees have limited growing space and are surrounded by paving, CU-Structural Soil™ allows the tree roots and paving to better coexist. The specially formulated soil mix can be compacted to support paving while maintaining voids for healthy root development.

Irrigation System

A district-wide network of automated irrigation systems will be essential to the health and maintenance of plantings across the district. An initial investment in app-compatible controllers will pay off in reduced maintenance costs. A dedicated maintenance team inspecting planting and irrigation will keep the system balanced year round.

Planters

- Raised planters are multi-purpose street furnishings, functioning to provide:
- Planting areas protected from foot traffic and plant-killing dog urine
 - Flexible green space that can be moved as needed for events
 - Traffic and crowd direction



Silver



Black



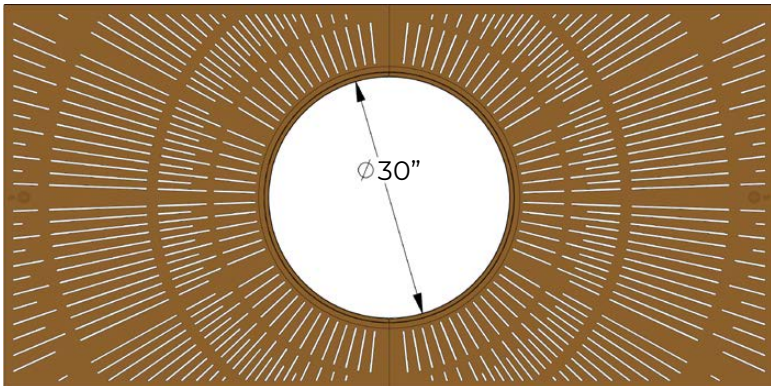
Rust

Planter Collection
Metal Tapered Cylinder
 by Green Theory

With color options to suit a variety of situations, including a rust powdercoat to complement weathering steel without staining sidewalks.

Tree grates

Tree grates provide water and air flow to tree roots without sacrificing usable walking space for pedestrians. Using a tree grate with an expandable opening means lower maintenance while protecting the tree as it grows.



Tree Grate
Collection
 Sunray by EJ

B. Streetscape Amenities

Signage

At gateway entries, streetcar stops, and at key intersections, brick latticework columns with stainless steel lettering announce Bricktown and internal destinations with a monumental presence. These markers are a smaller version of the Reno Gateway Sculptures.



Guidelines

Streetscape Amenities including signage, furnishings, and lighting, are the best opportunity to establish a strong brand for Bricktown. The following pages have selections for amenities celebrating Bricktown's past in two ways. First, as an industrial center made from brick and steel. Second, with black painted ornate ironwork style. Together, these two material palettes tell the story of Bricktown today.

Amenities can also be one of the hardest elements of the streetscape to maintain consistency with. A donated bench at one corner, a leftover waste receptacle from a neighboring project in great condition at another. These different elements work their way in with good intentions, but dilute the effect of the district. Dedication to a set style and family of amenities gives a homogenous look for the streetscapes.

Benches

Benches have an outsized presence and effect within the streetscape due to their volume and user interaction. This bench sets a strong tone with ornate aesthetics and an inviting curved seat.



CS-10
by Victor Stanley

This sturdy bench features a ductile iron frame with historically-inspired detailing. Its contoured seat is made from steel rods. Available in 4' and 6' lengths.

Racks

Designated racks for parking bikes and scooters corral the clutter to keep walkways clear for pedestrians.



1939 World's Fair Bike Rack
by Kenneth Lynch & Sons

This flexible bike rack can be configured with 2 to 8 rings as space and needs require.



1939 World's Fair Scooter Rack
by Kenneth Lynch & Sons

While no historically-styled scooter rack is currently available on the market, K. Lynch can modify their 1939 World's Fair Table Base (shown) to have slots for storing scooters upright.

Waste Receptacles

Well-placed receptacles encourage visitors to dispose of their trash and recycling before it ends up as litter in plantings and along sidewalks where it is more time-consuming to clean.



SD-42 Ironsites Receptacle by Victor Stanley

A classic bin for waste or recycling with bonnet for rainwater diversion.



The receptacles house a liner accessed by a side door for ease of maintenance. Locking option available for security.



Sets of receptacles for accommodating recycling needs.

Shade Structures

Supplementing shade from trees, weathering steel shade structures enhance pedestrian comfort, create destinations, and reinforce a cohesive design language for Bricktown.



New shade structures in Warren Spahn Plaza and the Sheridan Entry Plaza mirror detailing on guardrail posts from the elevated railway forming the west boundary of Bricktown.

Lighting

Adequate lighting enhances the safety of Bricktown for both pedestrians and drivers. As a popular night time destination, lighting is an essential element of Bricktown's streets, and an opportunity for district brand development.



CAF Roadway Arm

86WM Walkway Arm



SCC Post Finial



Champaign Pole Base



Omega Roadway and Catenary Luminaire



Palmetto Walkway Luminaire

All components shown are by Sternberg



Omega Luminaires with Catenary Mounting over Roadway

C. Street Hardscape



Beautification efforts in existing alley

Guidelines

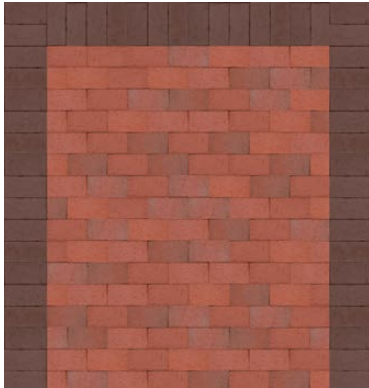
Hardscape finishes featuring clay and concrete pavers are the foundation of the streetscape aesthetics. They tie Bricktown's architecture to its surroundings. They signal to visitors that they are in a unique place. They create layers of texture and color that with strategic use can increase pedestrian safety. With periodic maintenance and cleaning, the ground plane adds year-round interest to the streetscape for all to enjoy.

The streetscape project is an opportunity to establish a set of district-wide standards for a unifying effect, with enough flexibility to cover the various roadway and walkway conditions. While miles of fully bricked streetscape could impress visitors with dedication to brick, a moderate approach balanced with concrete and asphalt paving is a more cost-effective solution.

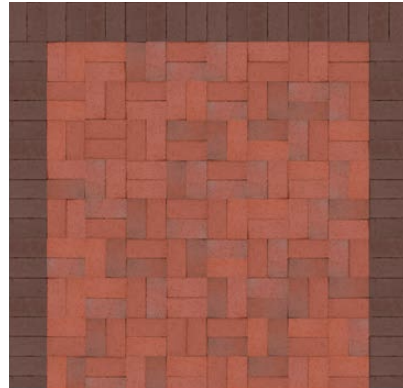
True to its name, Bricktown boasts a healthy dose of brickwork in its architecture. Clay pavers and concrete pavers in a variety of patterns, colors, and sizes cover walkways, streets, and plazas.

Sidewalks

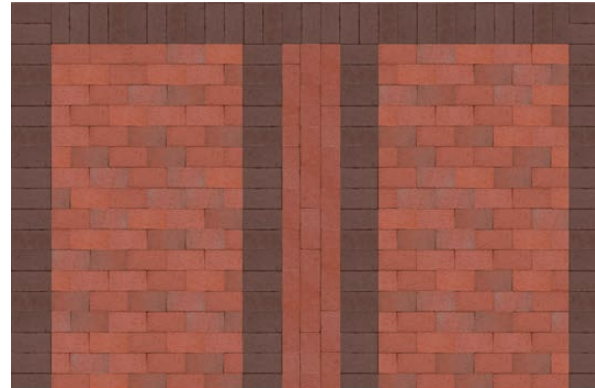
Typical walkways are formed in standard concrete. Amenity zones, where present, are paved in running bond brick. Special destinations like streetcar stops are highlighted in basketweave brick. All bricked areas are framed with a soldier course border for a more durable edge condition.



Running Bond



Basketweave



Triple Stretcher Course in 8'+ Widths



**Sunset Red
Field/Stretcher**



**Red Flashed
Field Mingle**



**Brown Flashed
Border**

**4x8 Mission Clay Pavers
by Pacific Clay**

Crosswalks

Clearly marked crosswalks facilitate safe flow of traffic for both pedestrians and vehicles. A bold continental stripe through the driving lane signals cars to yield, even when corner signage becomes packed or concealed by crowds or parking.



**Contrasting pavers
by Unilock set
with concrete
header curbs
create a striking
walk through the
asphalt roadway.**



Charleston



River

**4x8 Holland
Premier Paver
by Unilock**

**Installed in 24"
running bond
stripes with
concrete base and
header curbs.**

Streets & Intersections

Brick paving is implemented in the roadway at high profile intersections and along key streets. Here, interlocking angles make the herringbone pattern the strongest solution to stand up to vehicular traffic. Delineating parking with borders and contrasting patterns helps visually narrow the roadways.



4x8 Holland Premier Paver by Unilock

Installed in herringbone pattern with concrete base and header curbs.



Charleston



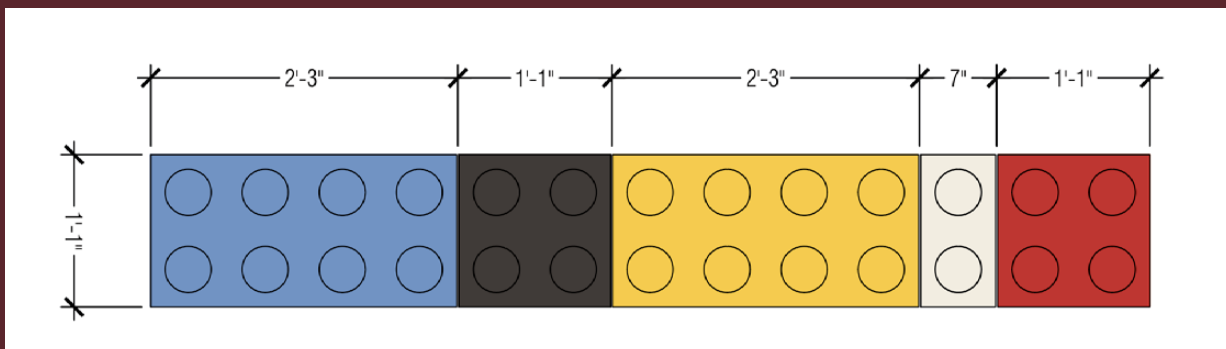
River



Charcoal

Colorful block pattern

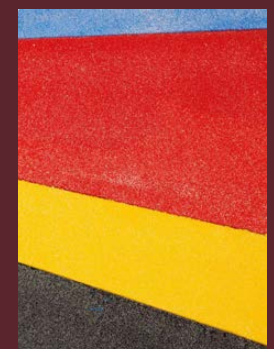
The colorful toy bricks of the young and collectors of all ages create a vibrant highlight in the pedestrian oriented alley. Off-the-shelf pavement indicators and markings are transformed into an engaging attraction with the help of some creative planning and installation.



A larger than life scaled brick pattern



Traffic Dots

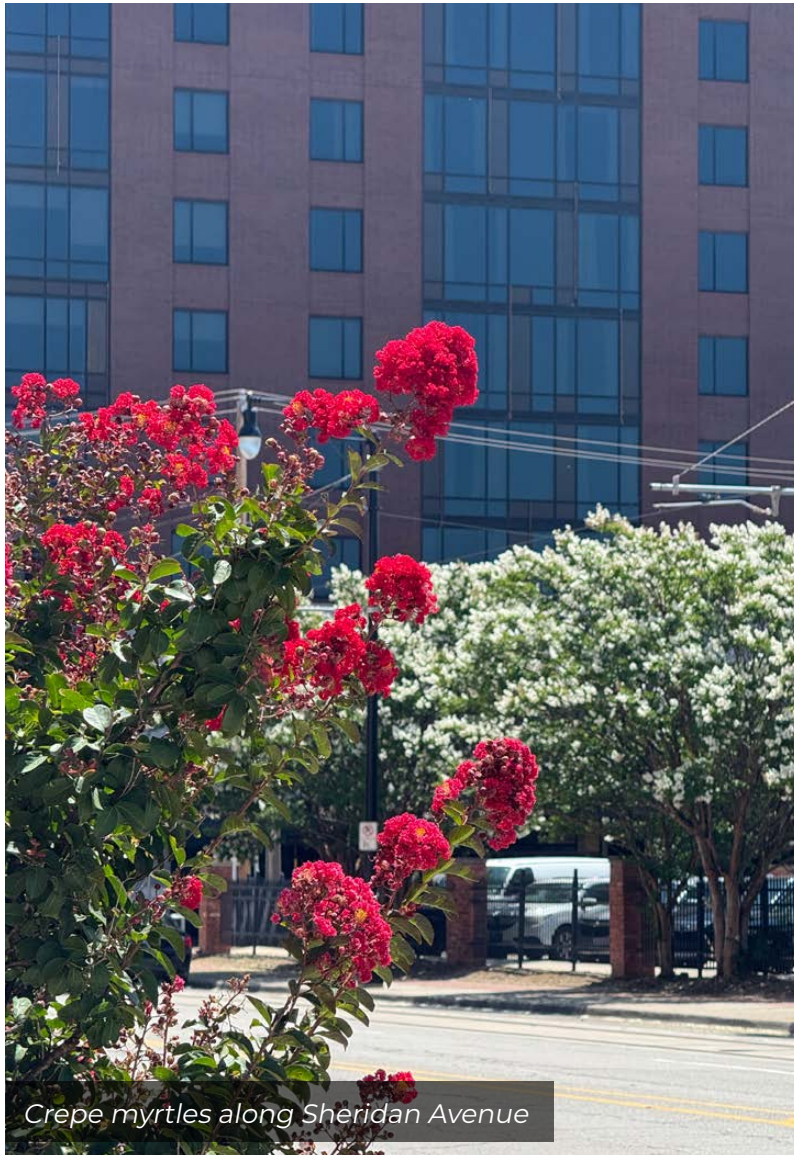


Road Markings

Aerial view of proposed Reno Avenue looking East



D. Maintenance Plan



Crepe myrtles along Sheridan Avenue

TASK 1

Year round, weekly site visits to all areas shall include the following:

1. Pick up trash and debris from sites.
2. Visually inspect all plant materials for damage, dead limbs, disease and insect damage as part of an integrated pest management approach. Contractor to prune woody plant material as needed to remove damaged branches, diseased branches and to maintain clear areas for traffic.
3. Visually inspect all planting beds, shrubs, and trees for drought stress due to inoperable irrigation systems. Contractor shall flag inoperable heads and valves, flag line breaks and provide the District a cost for repair of irrigation systems.
4. Keep flower beds free of weeds and grass.
5. Trim ornamental grasses in early spring.
6. Trim topiary shrubs as needed.
7. Leaf clean up as required from the period between November 1st to March 31st. All fallen leaves shall be collected. Leaves may be removed from the sites as needed. Blowers shall not be used to aggregate fallen leaves.
8. All trees within bed and sod areas shall maintain a 2' offset from the trunk free of weeds and grass.

TASK 2

Weekly site visits during the mowing season (April 1-October 31) shall also include the following:

1. Mow, trim and edge all turf areas (pick up trash and debris prior to mowing).
2. Sweep or blow grass clippings from sidewalks and streets.
3. Contractor shall remove leaves and apply pre-emergent herbicide in the spring and spot spray weeds as part of an integrated pest management strategy. Spring clean up and spraying shall be included in the total cost of maintenance.
4. Contractor shall apply a turf fertilizer three times per mowing season. Fertilizers shall be applied at recommended rates. The contractor shall avoid using broadcast spreaders that apply fertilizers beyond curb lines and target turf areas. All fertilizers broadcast onto impermeable surfaces shall be swept or blown back onto the target area. No fertilizers shall remain on impermeable surfaces.
5. The contractor shall avoid mowing on saturated turf areas. All tractor and tire ruts shall be repaired at the contractor's expense.

TASK 3

Scheduled maintenance shall also include the following:

1. Monthly - Set and maintain irrigation controllers, freeze sensors, and rain sensors. Adjust zone times as needed.
2. Quarterly - Remove tree grates to clear trash and debris. Reset grates in frames and tighten bolts to ensure grates are stable and well seated in frame. Correct any conditions detrimental to pedestrian safety. Inspect tree root flare within grate opening. If root flare is within 1" of opening at any point, schedule grate for opening expansion within the quarter.
3. Bi-Annually - Winterize the irrigation systems, and restart them in the spring as temperatures indicate.
4. Annually – Replenish mulch in planting beds. All trees with a diameter less than 5" shall receive an application of pine bark nugget mulch to a depth of 4". The contractor shall not apply mulch to the root flare area of the tree.

A. Funding

B. Cost Estimation

IMPLEMENTATION & STRATEGIES

07

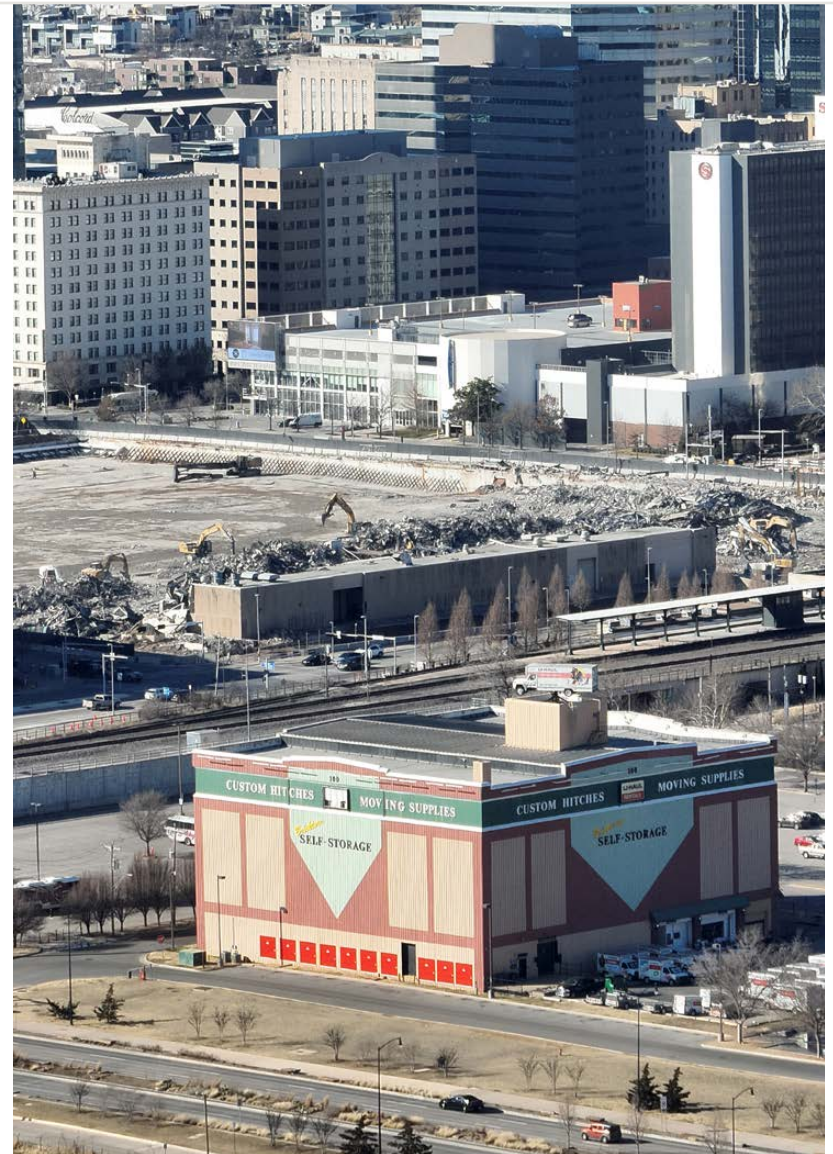


Introduction

This chapter discusses the next steps that need to be taken to implement the desired streetscape improvements in the Bricktown District. It will take a collaborative effort between the City, the Bricktown Board, property owners, and other public agencies to bring the vision to life. A summary of funding and preliminary level of cost estimation have been described below.

A. Funding

The streets improvement in the Bricktown District will advance incrementally as the City of Oklahoma City and the district secure funding for each specific project. As the project implementation depends on funding availability, the Bricktown Board and the Downtown OKC Partnership should maintain active interagency collaboration with the City of Oklahoma City to explore all viable public, private, and localized financing mechanisms. This will allow the City to stay flexible and start work as soon as different funding sources become available, such as General Obligation (GO) bonds, Tax Increment Financing (TIF) revenues, and state or federal infrastructure grants- to fund construction costs as individual financial packages are finalized.



B. Cost Estimation

The preliminary cost figures (shown in the table below) represent a planning-level, order-of-magnitude estimate based on historical benchmarks in Oklahoma City. Instead of counting every exact design quantities, these numbers are based on the costs of similar street improvement projects recently built in Oklahoma City. Since the final design has not yet been engineered, these conceptual projections serve as a baseline for early budgeting and strategic planning. **The projects have been listed according to the priority level from the stakeholder survey.** Additionally, project distances and areas shown in the table below are currently estimated and must be verified against surveyed centerlines to ensure total accuracy.



	Project	Scope Type	Unit (LF/SF)	Unit Cost(\$)	Subtotal(\$)	Cont.(15%)	Total Est. (\$)
TOP TIER	Sheridan Ave (EK Gaylord to Lincoln Blvd)	Linear	3,250	\$1,800	\$5,850,000	\$877,500	\$6,727,500
	Reno Ave (EK Gaylord to Lincoln Blvd)	Linear	3,700	\$1,800	\$6,660,000	\$999,000	\$7,659,000
	Oklahoma Ave (Main St to SE 2nd)	Linear	1,800	\$850	\$1,530,000	\$229,500	\$1,759,500
	Sheridan Entry Plaza	Area/Site	11,213	\$150	\$1,681,950	\$252,293	\$1,934,243
	Mickey Mantle Ave (Sheridan to Reno Ave)	Linear	975	\$950	\$926,250	\$138,938	\$1,065,188
MID TIER	New Reno Entry Plaza	Area/Site	41,685	\$25	\$1,042,125	\$156,319	\$1,198,444
	Main St (EK Gaylord to Joe Carter Ave)	Linear	1,990	\$850	\$1,691,500	\$253,725	\$1,945,225
	Pedestrian Path on Walnut Bridge	Linear	600	\$2,350	\$1,410,000	\$211,500	\$1,621,500
	Pedestrian Path Connection to Deep Deuce	Linear	425	\$275	\$116,875	\$17,531	\$134,406
LOWER TIER	Pedestrian & Bike Trail at Railway Tracks	Linear	3,000	\$350	\$1,050,000	\$157,500	\$1,207,500
	Joe Carter Ave (Sheridan to Reno Ave)	Linear	1,250	\$850	\$1,062,500	\$159,375	\$1,221,875
	Vince Gill Ave (Main St to Sheridan Ave)	Linear	275	\$950	\$261,250	\$39,188	\$300,438
	Redesign Warren Spahn Plaza	Area/Site	11,213	\$150	\$1,681,950	\$252,293	\$1,934,243
	Charlie Christian Ave (Sheridan to Reno Ave)	Linear	825	\$850	\$701,250	\$105,188	\$806,438
	Make Centennial Dr a Public Street	Linear	700	\$850	\$595,000	\$89,250	\$684,250
	Total Estimated Cost				\$26,260,650	\$3,939,098	\$30,199,748

APPENDIX I



RENO AVENUE LAYOUT PLAN



RENO AVENUE LAYOUT PLAN



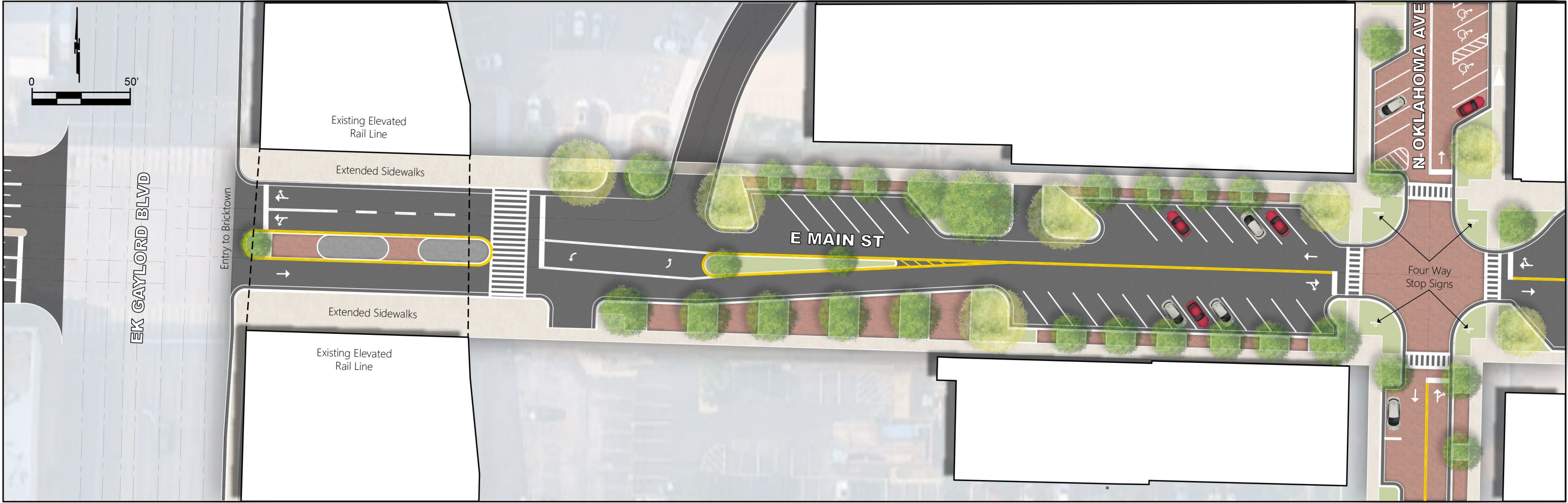
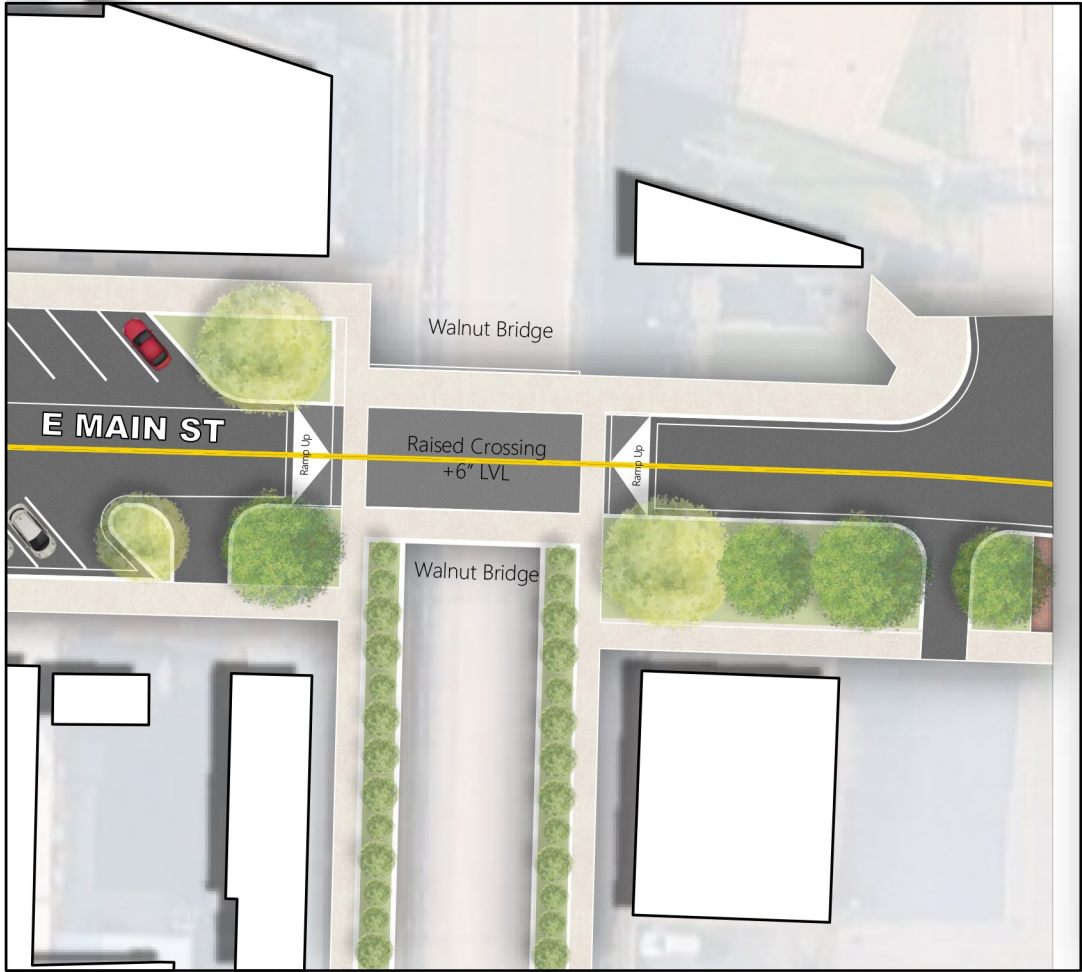
SHERIDAN AVENUE LAYOUT PLAN



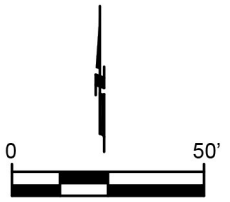
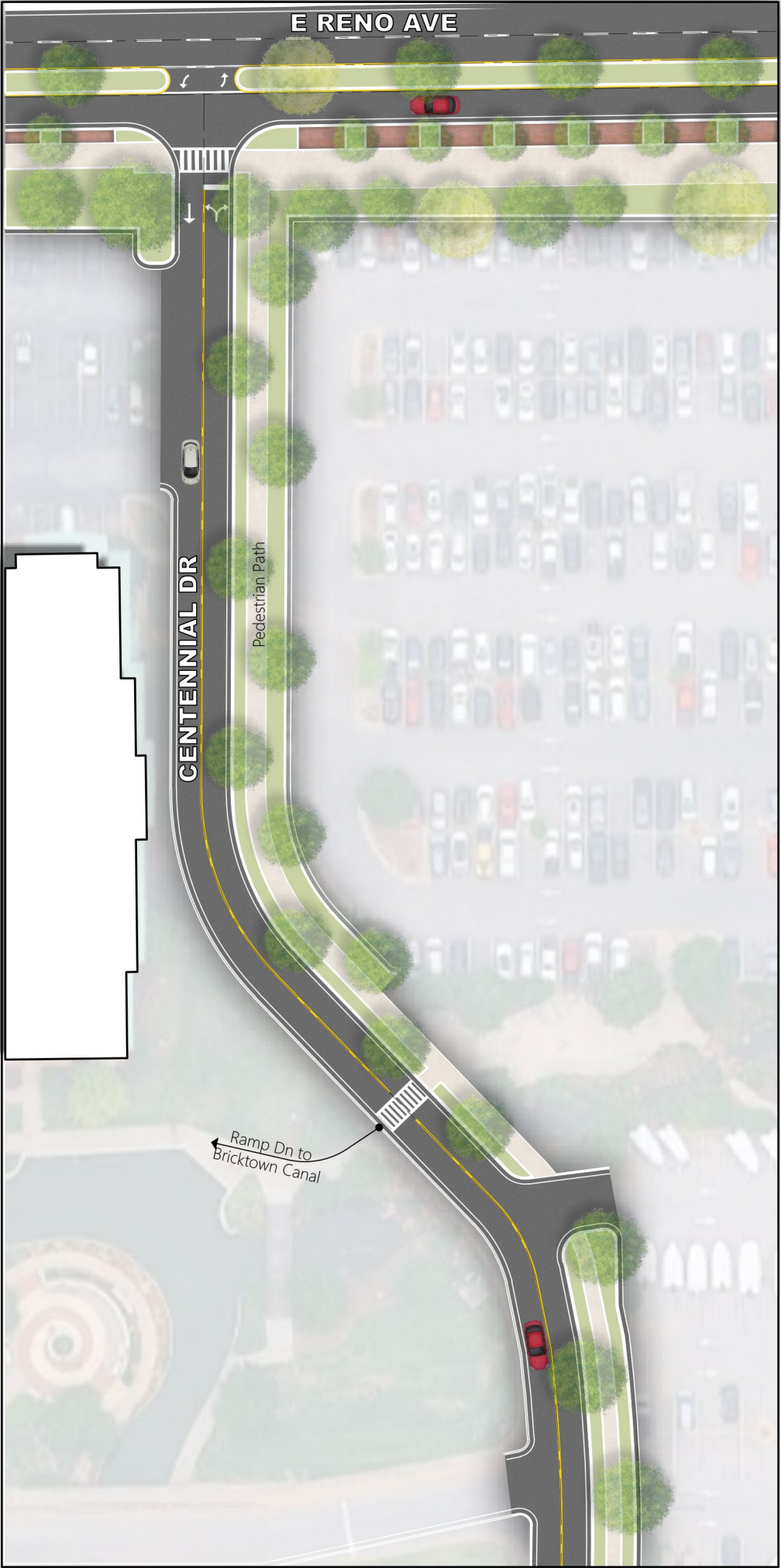
SHERIDAN AVENUE LAYOUT PLAN



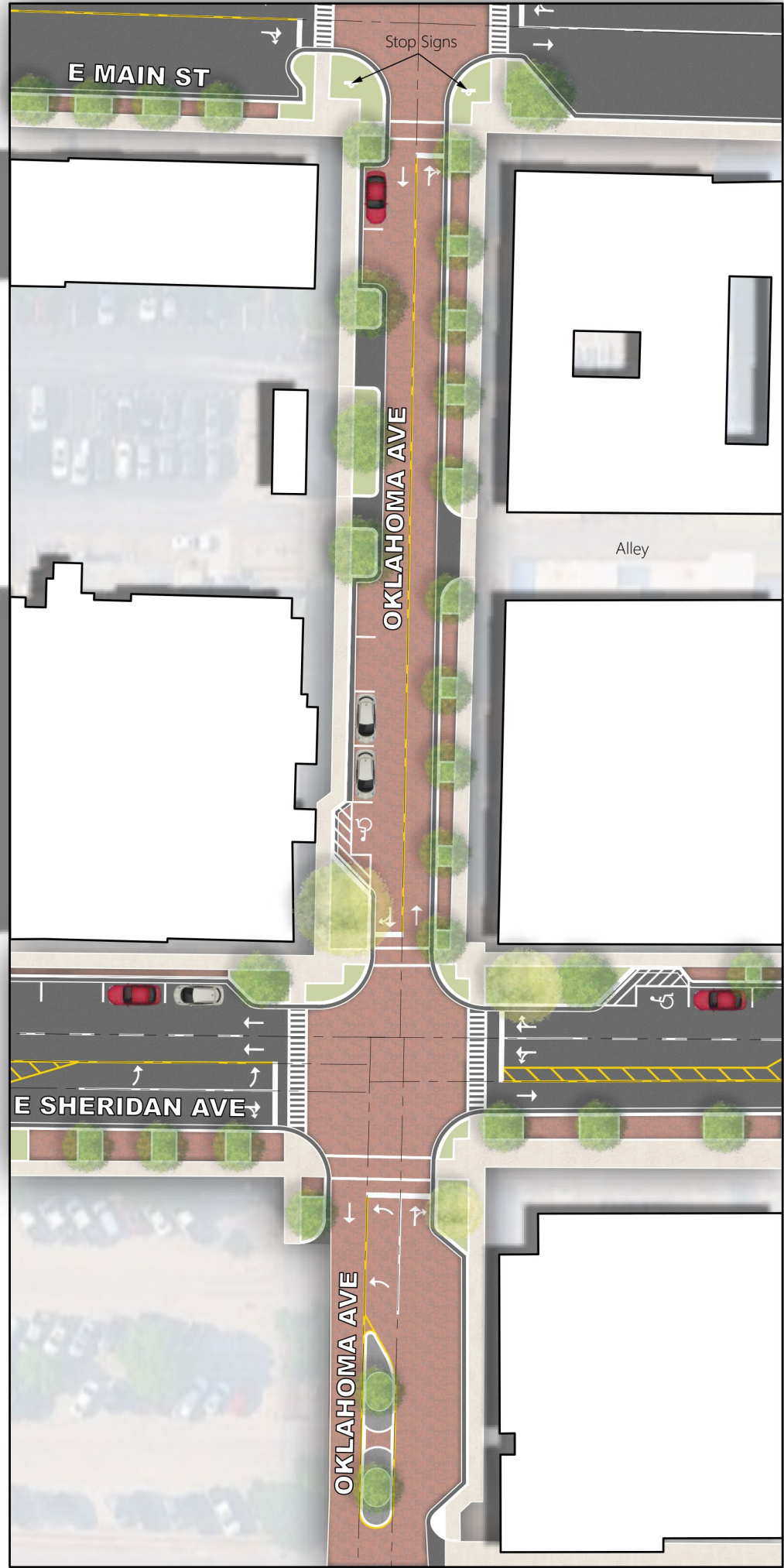
MAIN STREET LAYOUT PLAN



CENTENNIAL DRIVE LAYOUT PLAN



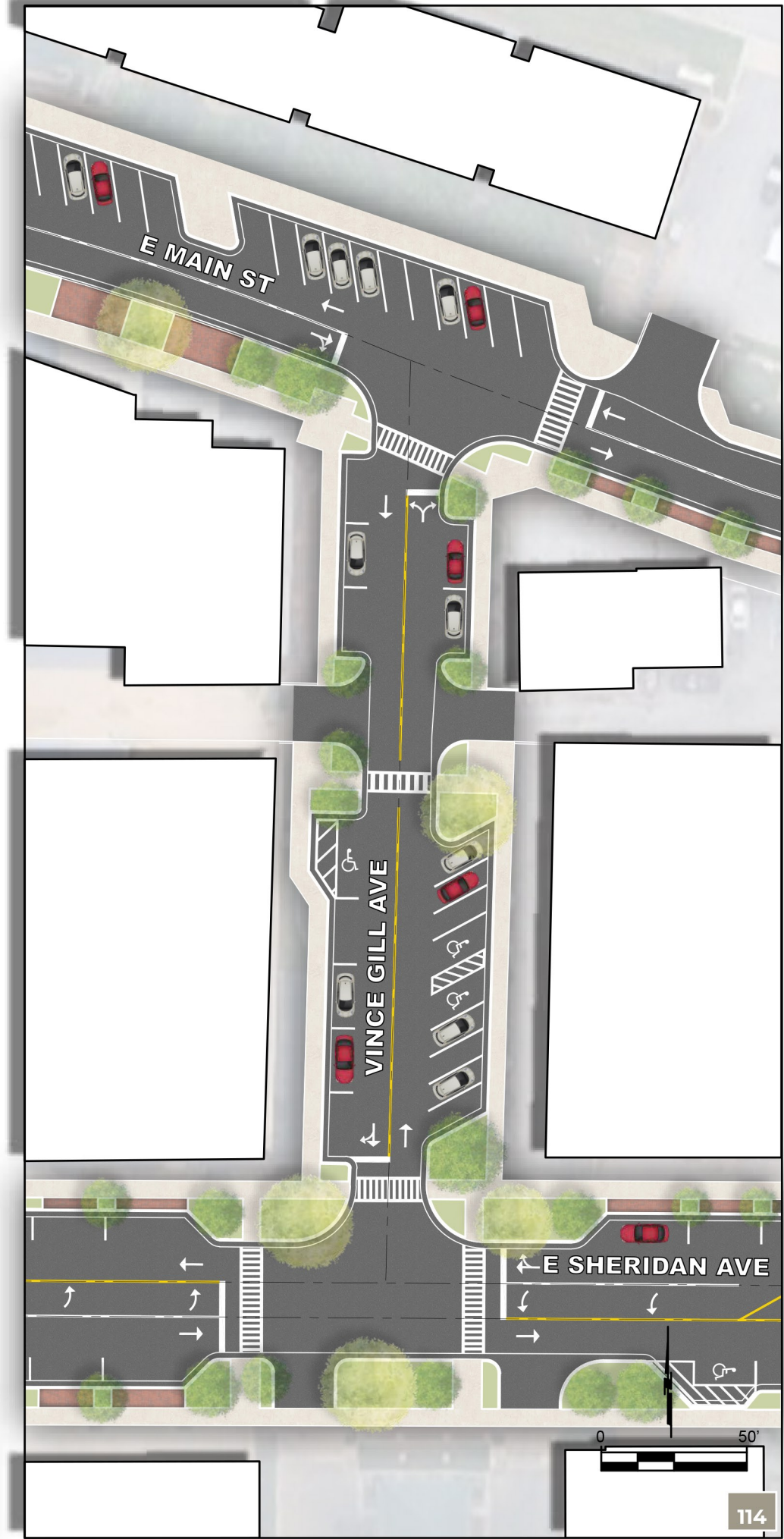
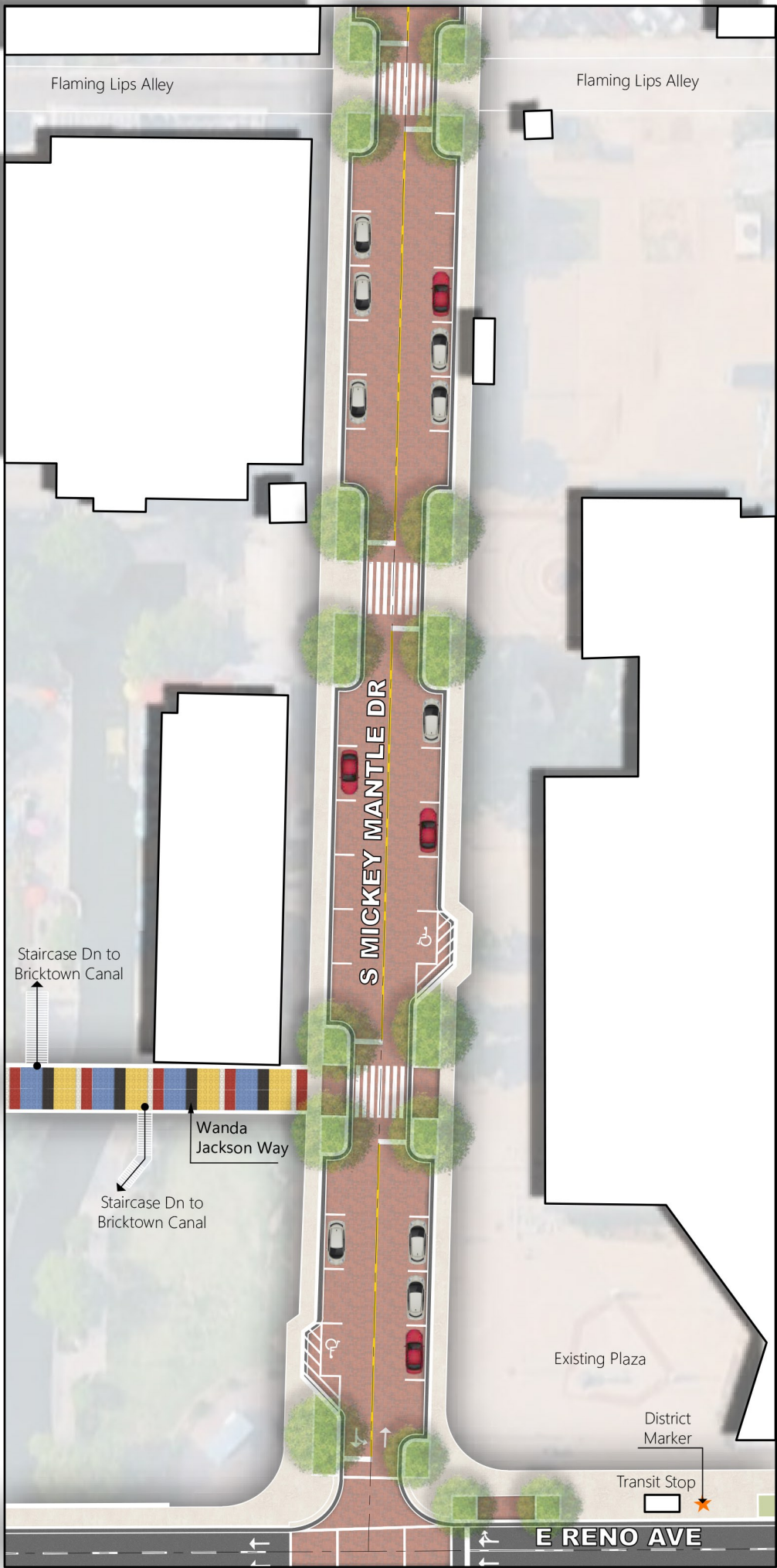
OKLAHOMA AVENUE LAYOUT PLAN



WALNUT AVENUE LAYOUT PLAN



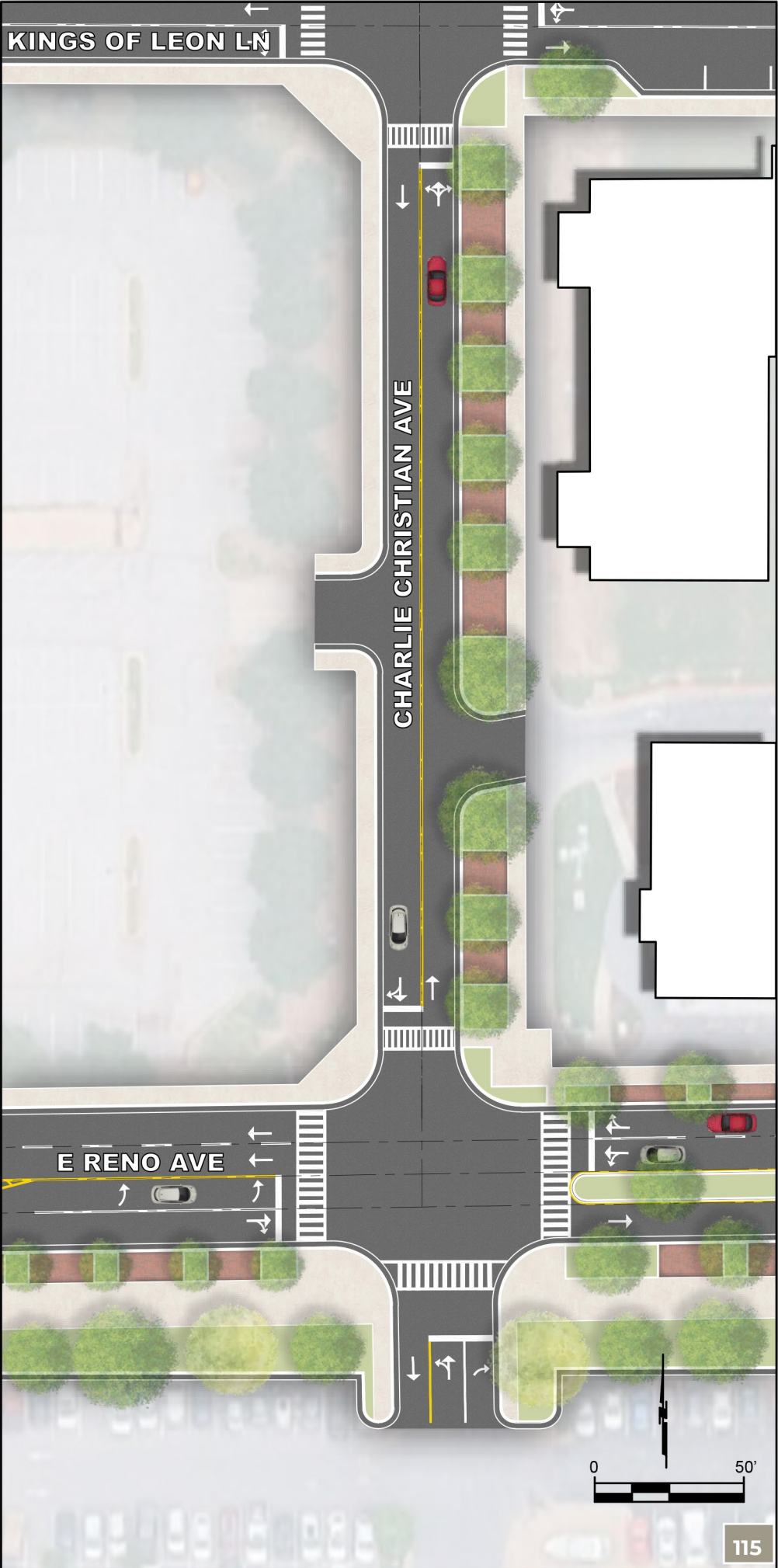
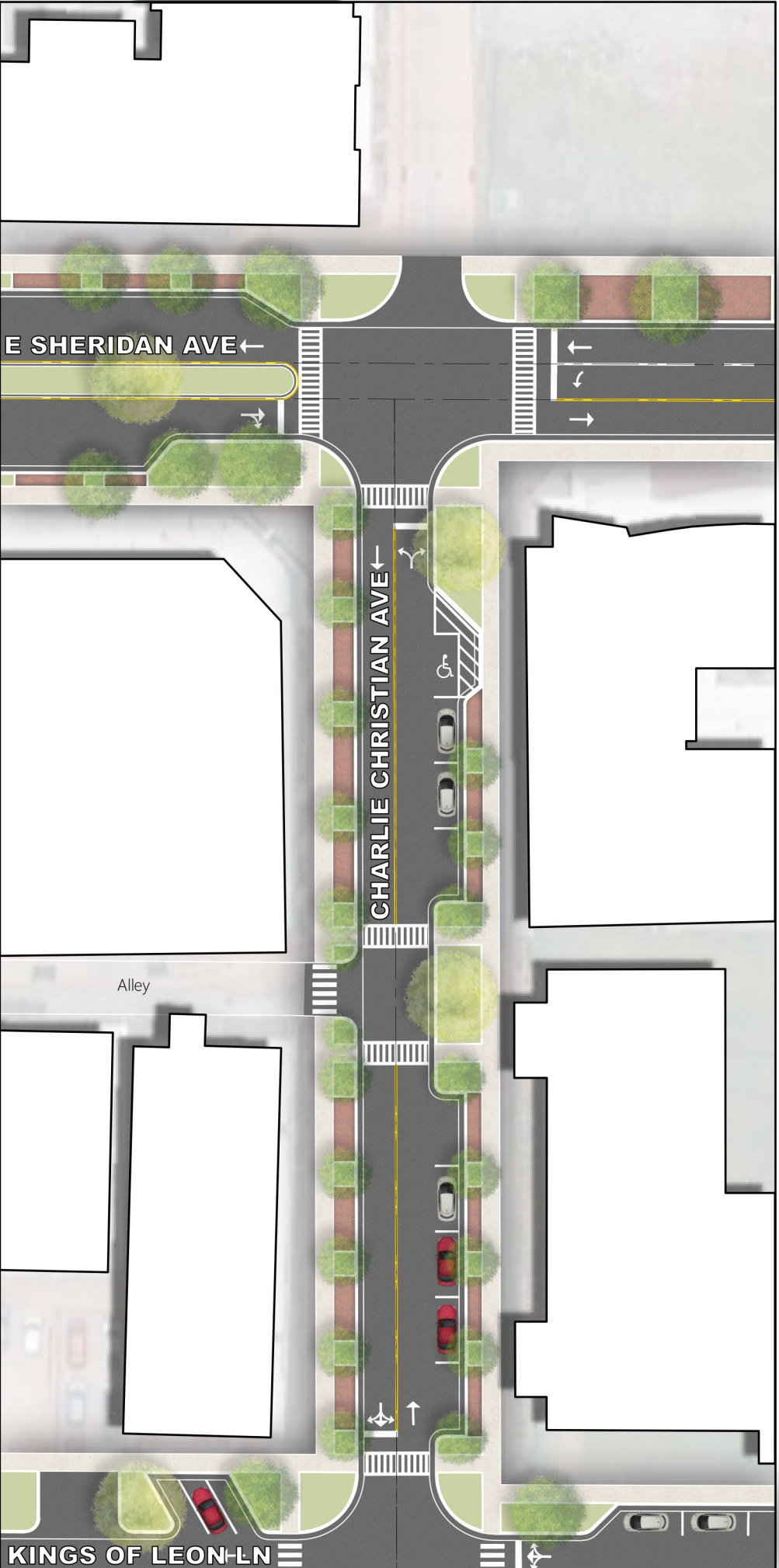
MICKEY MANTLE DRIVE LAYOUT PLAN



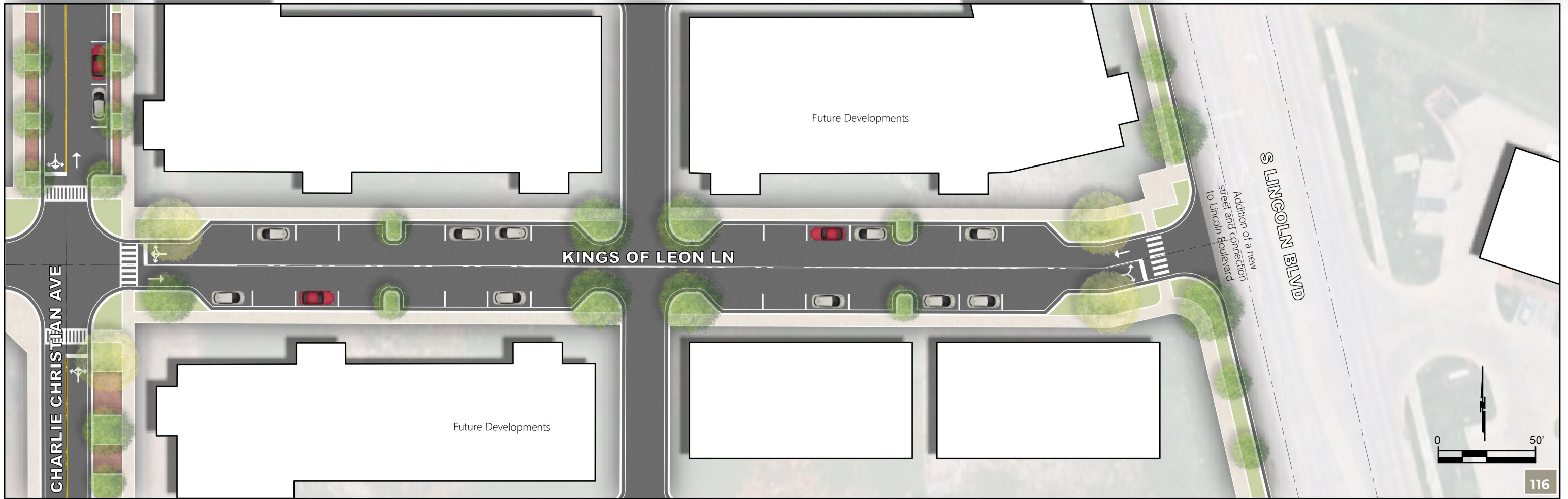
JOE CARTER AVENUE LAYOUT PLAN

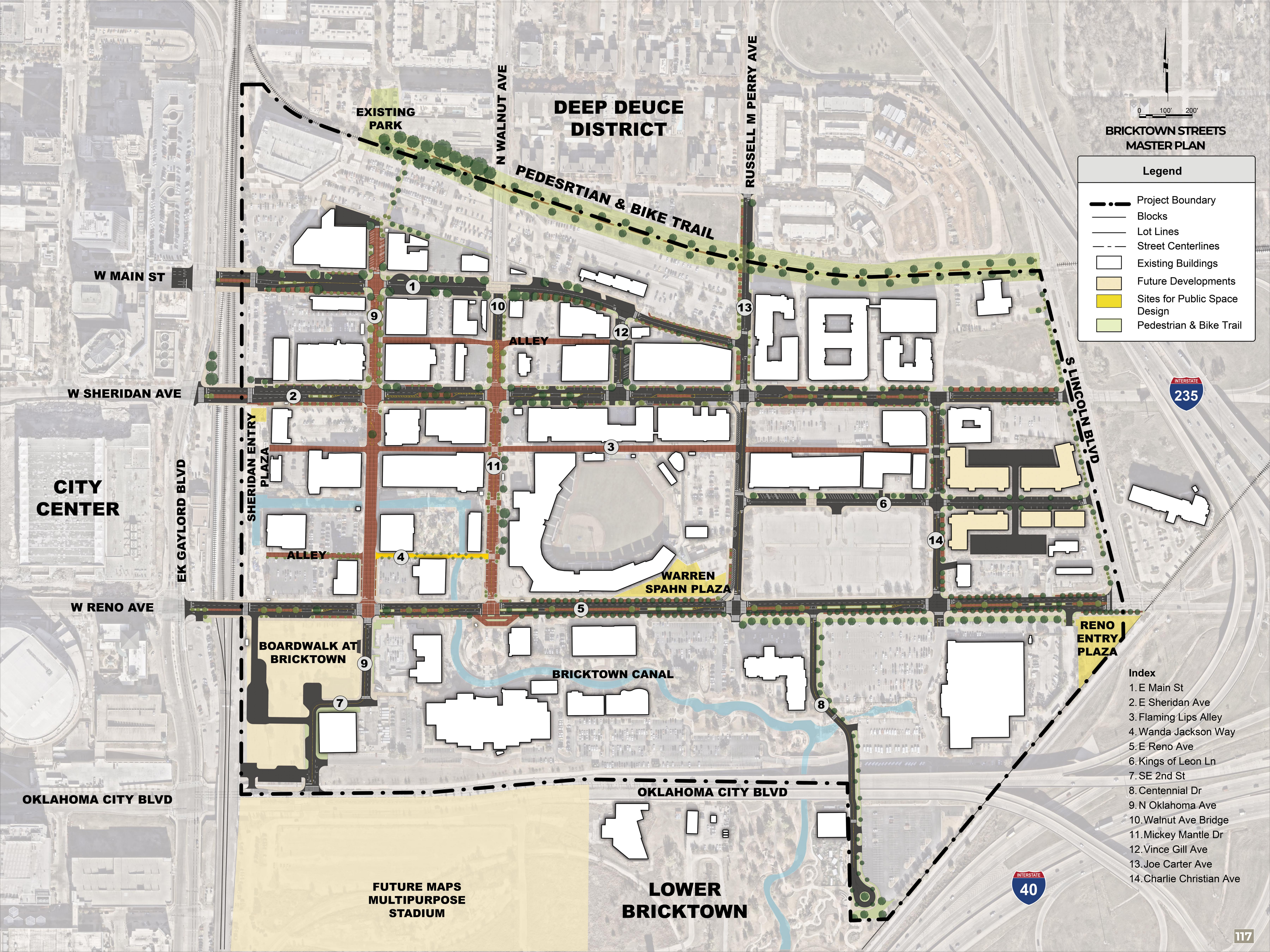


CHARLIE CHRISTIAN AVENUE LAYOUT PLAN



KINGS OF LEON LN LAYOUT PLAN





BRICKTOWN STREETS
MASTER PLAN

Legend

- Project Boundary
- Blocks
- Lot Lines
- Street Centerlines
- Existing Buildings
- Future Developments
- Sites for Public Space Design
- Pedestrian & Bike Trail

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- 1. E Main St
- 2. E Sheridan Ave
- 3. Flaming Lips Alley
- 4. Wanda Jackson Way
- 5. E Reno Ave
- 6. Kings of Leon Ln
- 7. SE 2nd St
- 8. Centennial Dr
- 9. N Oklahoma Ave
- 10. Walnut Ave Bridge
- 11. Mickey Mantle Dr
- 12. Vince Gill Ave
- 13. Joe Carter Ave
- 14. Charlie Christian Ave

“

In between the rush of water, I hear the thump-thump of footsteps, hard and heavy on the ground, as crowds race to find all the things to do in Bricktown, Oklahoma City before the night ends. ”

-Anshula
Passport to Eden

